SUPREME COURT OF THE UNITED STATES

OCTOBER TERM, 1966

No. 18

UTAH PIE COMPANY, PETITIONER,

vs.

CONTINENTAL BAKING COMPANY, ET AL.

ON WRIT OF CERTIORARI TO THE UNITED STATES COURT OF APPEALS FOR THE TENTH CIRCUIT

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Plaintiff's Exhibit 7

PET-RITZ FOODS DIVISION
PET MILK COMPANY
BEULAH, MICHIGAN

PROFIT OR LOSS STATEMENT ON PET-RITZ FRUIT PIES FOR YEAR 1957

	Frankfort		Fresno		Chambersburg					
	Total	Per Doz.	Total	Per Doz.	Total	Per Doz.	Total		Total	
Dozens Sold	638,582 doz.		304,545 doz.		132,970 doz.					
Gross Sales	$3,268,073	$ 5.12	$1,514,398	$ 4.97	$ 678,[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Deductions from Sales										
Freight on Sales	254,543	.40	133,438	.44	4,5[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Allowances and Deals	28,764	.04	51,728	.17	3,[illegible]	.02	[illegible]	[illegible]	[illegible]	[illegible]
Other Deductions	24,841	.04	10,395	.03	2,[illegible]	.02	[illegible]	[illegible]	[illegible]	[illegible]
Total Deductions	308,148	.48	195,561	.64	66,3[illegible]	.50	[illegible]	[illegible]	[illegible]	[illegible]
Net Sales	2,959,925	4.64	1,318,837	4.33	612,42[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Cost of Goods Sold	2,460,285	3.85	1,165,311	3.83	538,595	4.05	[illegible]	[illegible]	[illegible]	[illegible]
Gross Profit	499,640	.78	153,526	.50	73,82[illegible]	.55	[illegible]	[illegible]	[illegible]	[illegible]
Selling Expenses										
Salesmen's Salaries & Expenses	54,765	.09	33,109	.11	34,258	.26	[illegible]	[illegible]	[illegible]	[illegible]
Commissions to Brokers	154,422	.24	77,967	.26	30,903	.23	[illegible]	[illegible]	[illegible]	[illegible]
Advertising	301,192	.47	116,314	.38	36,415	.27	[illegible]	[illegible]	[illegible]	[illegible]
Cooperative Advertising	22,093	.03	14,981	.05	2,[illegible]	.02	[illegible]	[illegible]	[illegible]	[illegible]
Coupons	73,185	.11	51,969	.17	29,750	.22	[illegible]	[illegible]	[illegible]	[illegible]
Market Research	4,562	.01	2,233	.01	[illegible]25	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Store Demonstrations	81,266	.13	38,224	.13	18,69[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Miscellaneous Selling Expense	15,394	.02	3,468	.01	1,[illegible]3	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Warehouse Expense	134,571	.21	39,894	.13	48,[illegible]24	.37	[illegible]	[illegible]	[illegible]	[illegible]
Samples	17,239	.03	10,450	.03	5,665	.04	[illegible]	[illegible]	[illegible]	[illegible]
Total Selling Expenses	858,689	1.34	382,609	1.26	257,907	1.94	[illegible]	[illegible]	[illegible]	[illegible]
General & Administrative Expenses	144,966	.23	82,445	.27	40,753	.31	[illegible]	[illegible]	[illegible]	[illegible]
Total Selling and G. & A. Expenses	1,003,655	1.57	465,054	1.53	298,660	2.25	[illegible]	[illegible]	[illegible]	[illegible]
Profit or (Loss) Before Taxes	$ (504,015)	$(.79)	$ (311,528)	$(1.03)	$ (224,834)	$(1.69)	$ [illegible]	$ [illegible]	$ [illegible]	$ [illegible]
Percent of Net Sales										
Cost of Goods Sold	83%		88%		88%		85%			
Gross Profit	17		12		12					
Selling Expenses	29		29		42					
General & Administrative Expenses	5		6		7					
Profit or (Loss)	(17)		(23)		(37)		(21)			

PET-RITZ FOODS DIVISION
PET MILK COMPANY

SUMMARIZED RESULTS FOR DIVISION
FEBRUARY 1957

	FRANKFORT									
	FRUIT PIES				TOTAL	FRESNO	CHAMBERSBURG		YEAR	YEAR TO DATE
	PET-RITZ	PRIVATE	MEAT PIES	APPLE JUICE	FRANKFORT	FRUIT PIES	FRUIT PIES	TOTAL	TO DATE	195
GROSS SALES	$233,430	$ 25,377	$ --	$ 27,543	$ 286,350	$ 63,972	$ 60,429	$410,751	$ 967,1[illegible]	$ [illegible]
DEDUCTIONS FROM SALES	17,949	886	--	459	19,294	23,719	7,264	50,277	132,322	[illegible]
NET SALES	215,481	24,491	--	27,084	267,056	40,253	53,165	360,474	834,8[illegible]	[illegible]
COST OF GOODS SOLD	180,540	22,572	--	22,547	225,659	52,200	47,423	325,282	736,004	[illegible]
GROSS PROFIT	34,941	1,919	--	4,537	41,397	(11,947)	5,742	35,192	98,[illegible]	[illegible]
SELLING EXPENSES	44,455	--	9,811	1,919	56,185	27,938	12,677	96,800	175,163	[illegible]
GEN. & ADM.	4,643	580	480	580	6,283	5,752	1,450	13,485	30,242	[illegible]
NET PROFIT OR (LOSS)	$(14,157)	$ 1,339	$(10,291)	$ 2,038	$ (21,071)	$(45,637)	$ (8,385)	$(75,093)	$(106,572)	$ 13,[illegible]32

TOTAL SALES DIVISION
STATEMENT OF PROFIT OR LOSS ON FRUIT PI SALES
JANUARY 1958

MONTH								YEAR TO DATE						
ACTUAL		BUDGET		OVER(UNDER) BUDGET		% OF		ACTUAL		BUDGET		OVER(UNDER) BUDGET		
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	NET SALES		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	
142,341 DZ.		79,963 DZ.		62,378 DZ.			DOZENS	142,341 DZ.		79,963 DZ.		62,378 DZ.		
$716,727	$5.0353	$406,637	$5.0855	$310,090	$(.0502)	111.3%	GROSS SALES	$716,727	$5.0353	$406,637	$5.0855	$310,090	$(.0502)	
							DEDUCTIONS FROM SALES							
49,904	.3506	27,976	.3500	21,928	.0006	7.7	FREIGHT ON SALES							
1,115	.0078	399	.0050	716	.0028	.2	SPOILS AND ALLOWANCES							
21,673	.1523	-	-	21,673	.1523	3.4	DEALS							
72,692	.5107	28,375	.3550	44,317	.1557	11.3	TOTAL DEDUCTIONS							
644,035	4.5246	378,262	4.7305	265,773	(.2059)	100.0	NET SALES							
544,992	3.8288	304,924	3.8133	239,668	.0155	84.6	COST OF GOODS SOLD(AT STD.)							
99,043	.6958	73,338	.9172	26,105	(.2214)	15.4	GROSS PROFIT							
							SELLING EXPENSES							
4,570	.0321	4,570	.0571	-	(.0250)	.7	SALESMEN'S SALARIES							
3,094	.0217	3,874	.0484	(780)	(.0267)	.5	SALESMEN'S EXPENSES							
34,055	.2392	20,331	.2543	13,724	(.0151)	5.3	COMMISSIONS TO BROKERS							
57,384	.4031	32,599	.4077	24,785	(.0046)	8.9	ADVERTISING- MEDIA							
20,813	.1462	-	-	20,813	.1462	3.2	ADVERTISING- COUPONS							
5,633	.0396	3,661	.0458	1,972	(.0062)	.9	ADVERTISING- COOPERATIVE							
42	.0003	3,500	.0438	(3,458)	(.0435)	.0	IN-STORE COUPONS							
2,995	.0210	2,072	.0259	923	(.0049)	.5	MARKET RESEARCH							
2,101	.0148	7,300	.0913	(5,199)	(.0765)	.3	STORE DEMONSTRATIONS							
3,856	.0271	2,783	.0348	1,073	(.0077)	.6	SALES ADMINISTRATION							
484	.0034	733	.0092	(249)	(.0058)	.1	MISC. SELLING EXPENSE							
420	.0030	-	-	420	.0030	.1	CONVENTIONS & EXHIBITIS							
22,839	.1605	8,764	.1096	14,075	.0509	3.5	WAREHOUSE EXPENSE							
1,564	.0110	1,599	.0200	(35)	(.0090)	.2	SAMPLES							
159,850	1.1230	91,786	1.1479	68,064	(.0249)	24.8	TOTAL SELLING EXPENSE							
26,481	.1860	25,767	.3222	714	(.1362)	4.1	GEN. AND ADM. EXPENSE							
186,331	1.3090	117,553	1.4701	68,778	(.1611)	28.9	TOTAL SELLING AND G. & A.							
$(87,288)	$(.6132)	$(44,215)	$(.5529)	$(43,073)	$(.0613)	(13.5)%	PRE-TAX PROFIT OR (LOSS)	$(87,288)	$(.6132)	$(44,215)	$(.5529)	$(43,073)	$(.0613)	

SALT LAKE CITY SALES DIVISION
STATEMENT OF PROFIT OR LOSS ON FRUIT [illegible] SALES
JANUARY 1958

MONTH								YEAR TO DATE					
ACTUAL		BUDGET		OVER (UNDER) BUDGET		% OF		ACTUAL		BUDGET		OVER (UNDER) BUDGET	
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	NET SALES		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.
7,566 DZ.		3,000 DZ.		4,566 DZ.			DOZENS	7,566 DZ.		3,000 DZ.		4,566 DZ.	
$ 38,656	$5.1092	$ 15,286	$5.0952	$ 23,370	$ .0140	105.8%	GROSS SALES	$ 38,656	$5.1092	$ 15,286	$5.0952	$ 23,370	$ .0140
							DEDUCTIONS FROM SALES						
1,753	.2317	1,080	.3600	673	(.1283)	4.8	FREIGHT ON SALES						
196	.0259	15	.0050	181	.0209	.5	SPOILS						
185	.0245	-	-	185	.0245	.5	DEALS						
2,134	.2821	1,095	.3650	1,039	(.0829)	5.8	TOTAL DEDUCTIONS						
36,522	4.8271	14,191	4.7302	22,331	.0969	100.0	NET SALES						
29,557	3.9065	11,720	3.9065	17,837	-	80.9	COST OF GOODS SOLD (AT STD.)						
6,965	.9206	2,471	.8237	4,494	.0969	19.1	GROSS PROFIT						
							SELLING EXPENSES						
685	.0905	685	.2283	-	(.1378)	1.9	SALESMEN'S SALARIES						
487	.0644	345	.1150	142	(.0506)	1.3	SALESMEN'S EXPENSES						
1,705	.2253	764	.2548	941	(.0295)	4.7	COMMISSIONS TO BROKERS						
1,614	.2133	515	.1717	1,099	.0416	4.4	ADVERTISING- MEDIA						
1,351	.1786	-	-	1,351	.1786	3.7	ADVERTISING- COUPONS						
322	.0425	137	.0458	185	(.0033)	.9	ADVERTISING- COOPERATIVE						
42	.0056	10	.0033	32	.0023	.1	IN-STORE COUPONS						
439	.0580	78	.0259	361	.0321	1.2	MARKET RESEARCH						
226	.0299	325	.1083	(99)	(.0784)	.6	STORE DEMONSTRATIONS						
565	.0747	105	.0348	460	.0399	1.5	SALES ADMINISTRATION						
71	.0094	75	.0250	(4)	(.0156)	.2	MISC. SELLING EXPENSE						
62	.0082	-	-	62	.0082	.2	CONVENTIONS & EXHIBITS						
234	.0309	315	.1050	(81)	(.0741)	.7	WAREHOUSE EXPENSE						
72	.0095	60	.0200	12	(.0105)	.2	SAMPLES						
7,875	1.0408	3,414	1.1379	4,461	(.0971)	21.6	TOTAL SELLING EXPENSE						
3,882	.5131	967	.3222	2,915	.1909	10.6	GEN. AND ADM. EXPENSE						
11,757	1.5539	4,381	1.4601	7,376	.0938	32.2	TOTAL SELLING AND G. & A.						
$ (4,792)	$(.6333)	$ (1,910)	$(.6364)	$ 2,882	$(.0031)	(13.1)%	PRE-TAX PROFIT OR (LOSS	$ (4,792)	$(.6333)	$ (1,910)	$(.6364)	$ 2,882	$(.0031)

SAN FRANCISCO SALES DIVISION
STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES
JANUARY 1958

MONTH								YEAR TO DATE						
ACTUAL		BUDGET		OVER (UNDER) BUDGET		% TO		ACTUAL		BUDGET		OVER (UNDER) BUDGET		
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	NET SALES		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	
33,707 DZ.		10,370 DZ.		23,337 DZ.			DOZENS	33,707 DZ.		10,370 DZ.		23,337 DZ.		
$167,917	$4.9817	$ 52,838	$5.0952	$115,079	$(.1135)	114.0%	GROSS SALES	$167,917	$4.9817	$ 52,838	$5.0952	$115,079	$(.1135)	
							DEDUCTIONS FROM SALES							
7,829	.2323	3,526	.3400	4,303	(.1071)	5.3	FREIGHT ON SALES							
874	.0259	52	.0050	822	.0209	.6	SPOILS							
11,834	.3526	-	-	11,884	.3526	8.1	DEALS							
20,587	.6108	3,578	.3450	17,009	.2658	14.0	TOTAL DEDUCTIONS							
147,330	4.3709	49,260	4.7502	98,070	(.3793)	100.0	NET SALES							
131,676	3.9065	40,510	3.9065	91,166	-	89.4	COST OF GOODS SOLD (AT STD.)							
15,654	.4644	8,750	.8437	6,904	(.3793)	10.6	GROSS PROFIT							
							SELLING EXPENSES							
685	.0203	685	.0661	-	(.0458)	.5	SALESMEN'S SALARIES							
563	.0167	512	.0494	51	(.0327)	.4	SALESMEN'S EXPENSES							
7,611	.2258	2,642	.2548	4,969	(.0290)	5.2	COMMISSIONS TO BROKERS							
3,598	.1067	6,931	.6684	(3,333)	(.5617)	2.4	ADVERTISING- MEDIA							
4,043	.1200	-	-	4,043	.1200	2.7	ADVERTISING- COUPONS							
1,437	.0426	475	.0458	962	(.0032)	1.0	ADVERTISING- COOPERATIVE							
-	-	650	.0627	(650)	(.0627)	-	IN-STORE COUPONS							
303	.0090	269	.0259	34	(.0169)	.2	MARKET RESEARCH							
549	.0163	1,121	.1081	(572)	(.0918)	.4	STORE DEMONSTRATIONS							
391	.0116	361	.0348	30	(.0232)	.3	SALES ADMINISTRATION							
70	.0021	75	.0072	(5)	(.0051)	.0	MISC. SELLING EXPENSE							
43	.0013	-	-	43	.0013	.0	CONVENTIONS & EXHIBITS							
1,045	.0310	1,089	.1050	(44)	(.0740)	.7	WAREHOUSE EXPENSE							
321	.0095	207	.0200	114	(.0105)	.2	SAMPLES							
20,659	.6129	15,017	1.4482	5,642	(.8353)	14.0	TOTAL SELLING EXPENSE							
2,685	.0797	3,341	.3222	(656)	(.2425)	1.8	GEN. AND ADM. EXPENSE							
23,344	.6926	18,358	1.7704	4,986	(1.0778)	15.8	TOTAL SELLING AND G. & A.							
$(7,690)	$(.2282)	$ (9,608)	$(.9267)	$ (1,918)	$ (.6985)	(5.2)	PRE-TAX PROFIT OR (LOSS)	$(7,690)	$(.2282)	$ (9,608)	$(.9267)	$ (1,918)	$ (.698	

[fol. 1855]

STATEMENT OF PROFIT OR LOSS / FRUIT PIE SALES - FEBRUARY, 1958 — TOTAL SALES DIVISION - PAGE 3

MONTH								YEAR TO DATE						
ACTUAL		BUDGET		OVER OR (UNDER) BUDGET		% OF		ACTUAL		BUDGET		OVER (UNDER) BUDGET		
DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	NET SALES		DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	
81,407 DZ.		84,596 DZ.		(3,189) DZ.			DOZENS	223,748 DZ.		164,559 DZ.		59,189 DZ.		
$416,906	$5.1213	$430,196	$5.0853	$(13,290)	$ .0360	112.5%	GROSS SALES	$1,133,633	$5.0666	$836,833	$5.0853	$296,800	$(.0187)	
							DEDUCTIONS FROM SALES							
35,726	.4389	29,596	.3499	6,130	.0890	9.7	FREIGHT ON SALES	85,630	.3827	57,572	.3499	28,058	.0328	
1,454	.0179	424	.0050	1,275	.0129	.3	SPOILS AND DECLINES	2,569	.0115	823	.0050	1,746	.0065	
9,096	.1117	-	-	9,096	.1117	2.5	DEALS	30,987	.1385	-	-	30,987	.1385	
46,276	.5685	30,020	.3549	16,256	.2136	12.5	TOTAL DEDUCTIONS	119,186	.5327	58,395	.3549	60,791	.1778	
370,630	4.5528	400,176	4.7304	(29,546)	(.1776)	100.0%	NET SALES	1,014,447	4.5339	778,438	4.7304	236,009	(.1965)	
313,236	3.8478	322,660	3.8141	(9,424)	.0337	84.5	COST OF GOODS SOLD (BUDGET)	858,228	3.8357	627,584	3.8137	230,644	.0220	
57,394	.7050	77,516	.9163	(20,122)	(.2113)	15.5	GROSS PROFIT	156,219	.6982	150,854	.9167	5,365	(.2185)	
							SELLING EXPENSES							
4,570	.0561	4,570	.0540	-	.0021	1.2	SALESMEN'S SALARIES	9,140	.0408	9,140	.0556	-	(.0148)	
1,907	.0234	3,874	.0458	(1,967)	(.0224)	.5	SALESMEN'S EXPENSES	5,001	.0224	7,748	.0471	(2,747)	(.0247)	
20,152	.2476	21,510	.2543	(1,358)	(.0067)	5.5	COMMISSION TO BROKERS	54,207	.2423	41,841	.2543	12,366	(.0120)	
44,540	.5471	34,549	.4084	9,991	.1387	12.0	ADVERTISING-MEDIA	101,972	.4557	67,148	.4080	34,824	.0477	
21,908	.2691	-	-	21,908	.2691	5.9	ADVERTISING-COUPONS	39,905	.1783	-	-	39,905	.1783	
16,881	.2074	3,874	.0458	13,007	.1616	4.6	ADVERTISING-COOPERATIVE	22,991	.1028	7,535	.0458	15,456	.0570	
4,885	.0600	2,050	.0242	2,835	.0358	1.3	IN-STORE COUPONS	7,743	.0346	5,550	.0337	2,193	.0009	
3,268	.0401	2,191	.0259	1,077	.0142	.9	MARKET RESEARCH	6,263	.0280	4,263	.0259	2,000	.0021	
14,666	.1802	7,530	.0890	7,136	.0912	4.0	STORE DEMONSTRATIONS	20,182	.0902	14,830	.0901	5,352	.0001	
4,783	.0588	2,943	.0348	1,840	.0240	1.3	SALES ADMINISTRATION	8,639	.0386	5,726	.0348	2,913	.0038	
441	.0054	733	.0086	(292)	(.0032)	.1	MISCELLANEOUS SELLING EXP.	925	.0041	1,466	.0089	(541)	(.0048)	
235	.0029	-	-	235	.0029	.1	CONVENTIONS & EXHIBITS	655	.0029	-	-	655	.0029	
13,831	.1699	9,277	.1097	4,554	.0602	3.7	WAREHOUSE EXPENSE	36,670	.1639	18,041	.1096	18,629	.0543	
3,058	.0376	1,693	.0200	1,365	.0176	.8	SAMPLES	4,623	.0207	3,292	.0200	1,331	.0007	
155,125	1.9056	94,794	1.1205	60,331	.7851	41.9	TOTAL SELLING EXPENSE	318,916	1.4253	186,580	1.1338	132,336	.2915	
24,260	.2980	25,767	.3046	(1,507)	(.0066)	6.5	GENERAL & ADMINISTRATIVE EXP.	46,641	.2085	51,534	.3132	(4,893)	(.1047)	
179,385	2.2036	120,561	1.4251	58,824	.7785	48.4	TOTAL SELLING AND G & A	365,557	1.6338	238,114	1.4470	127,443	.1868	
$(121,991)	$(1.4986)	$(43,045)	$(.5088)	$ 78,946	$ .9898	$(32.9)%		$ (209,338)(.9356)		$(87,260)	$(.5303)	$(122,078)	$(.4053)	

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STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES FEBRUARY 1958

SALT LAKE CITY DIVISION - PAGE 3-7

MONTH								YEAR TO DATE					
ACTUAL		BUDGET		OVER (UNDER) BUDGET		% OF		ACTUAL		BUDGET		OVER (UNDER) BUDGET	
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	NET SALES		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.
5,568 DZ.		3,180 DZ.		2,388 DZ.			DOZENS	13,134 DZ.		6,180 DZ.		6,954 DZ.	
$ 28,672	$ 5.1494	$ 16,203	$5.0953	$ 12,469	$ .0541	113.1%	GROSS SALES	$ 67,328	$5.1262	$ 31,489	$5.0951	$ 35,839	$ .0311
							DEDUCTIONS FROM SALES						
2,636	.4734	1,145	.3601	1,491	.1133	10.4	FREIGHT ON SALES	4,389	.3342	2,225	.3600	2,164	(.0258)
163	.0292	16	.0050	147	.0242	.6	SPOILS & DECLINES	359	.0273	31	.0050	328	.0223
522	.0938	-	-	522	.0938	2.1	DEALS	707	.0538	-	-	707	.0538
3,321	.5964	1,161	.3651	2,160	.2313	13.1	TOTAL DEDUCTIONS	5,455	.4153	2,256	.3650	3,199	.0503
25,351	4.5530	15,042	4.7302	10,309	(.1772)	100.0	NET SALES	61,873	4.7109	29,233	4.7301	32,640	(.0192)
21,752	3.9066	12,423	3.9066	9,329	-	85.8	COST OF GOODS SOLD (BUDGET)	51,309	3.9065	24,143	3.9065	27,166	-
3,599	.6464	2,619	.8236	980	(.1772)	14.2	GROSS PROFIT	10,564	.8044	5,090	.8236	5,474	(.0192)
							SELLING EXPENSES						
685	.1230	685	.2154		(.0924)	2.7	SALESMEN'S SALARIES	1,370	.1043	1,370	.2217	-	(.1174)
53	.0095	345	.1035	(292)	(.0990)	.2	SALESMEN'S EXPENSES	540	.0411	690	.1116	(150)	(.0705)
1,371	.2462	810	.2547	561	(.0085)	5.4	COMMISSION TO BROKERS	3,076	.2342	1,574	.2547	1,502	(.0205)
1,769	.3177	546	.1717	1,223	.1460	7.0	ADVERTISING- MEDIA	3,383	.2576	1,061	.1717	2,322	.0859
809	.1453	-	-	809	.1453	3.2	ADVERTISING- COUPONS	2,156	.1641	-	-	2,156	.1641
1,500	.2694	146	.0459	1,354	.2235	5.9	ADVERTISING- COOPERATIVE	1,908	.1453	283	.0458	1,625	.0995
175	.0314	150	.0472	25	(.0158)	.7	IN-STORE COUPONS	221	.0168	160	.0259	61	(.0091)
223	.0401	82	.0258	141	.0143	.9	MARKET RESEARCH	662	.0504	160	.0259	502	.0245
731	.1313	334	.1050	397	.0263	2.9	STORE DEMONSTRATIONS	957	.0729	659	.1066	298	(.0337)
327	.0587	110	.0346	217	.0241	1.3	SALES ADMINISTRATION	892	.0679	215	.0348	677	.0331
4	.0007	75	.0236	(71)	(.0229)	-	MISC. SELLING EXPENSE	75	.0057	150	.0243	(75)	(.0186)
16	.0029	-	-	16	.0029	-	CONVENTIONS & EXHIBITS	78	.0059	-	-	78	.0059
1,276	.2292	334	.1050	942	.1242	5.0	WAREHOUSE EXPENSE	1,510	.1150	649	.1050	861	.0100
428	.0769	64	.0201	364	.0568	1.7	SAMPLES	500	.0381	124	.0200	376	.0181
9,367	1.6823	3,681	1.1575	5,686	.5248	36.9	TOTAL SELLING EXPENSE	17,328	1.3193	7,095	1.1480	10,233	.1713
1,737	.3120	969	.3048	768	.0072	6.9	GENERAL AND ADM. EXPENSE	5,414	.4123	1,936	.3133	3,478	.0990
11,104	1.9943	4,650	1.4623	6,454	.5320	43.8	TOTAL SELLING AND G. & A.	22,742	1.7316	9,031	1.4613	13,711	.2703
$ (7,505)	$(1.3479)	$ (2,031)	$(.6387)	$ 5,474	$ .7092	(29.6)	PRE-TAX PROFIT OR (LOSS)	$(12,178)	$(.9272)	$ (3,941)	$(.6377)	$ 8,237	$ .2895

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STATEMENT OF PROFIT OR LOSS ON FRUIT PIES SALE : FEBRUARY 1958

SAN FRANCISCO SALES DIVISION - PAGE 3-8

MONTH								YEAR TO DATE					
ACTUAL		BUDGET		OVER(UNDER) BUDGET		% OF		ACTUAL		BUDGET		OVER(UNDER) BUDGET	
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	NET SALES		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.
13,316	DZ.	10,990	DZ.	2,326	DZ.		DOZENS	47,023	DZ.	21,360	DZ.	25,663	DZ.
$ 66,499	$ 4.9939	$ 55,996	$5.0952	$ 10,503	$(.1013)	113.6%	GROSS SALES	$234,416	$4.9851	$108,834	$5,0952	$125,582	$ .1101
							DEDUCTIONS FROM SALES						
6,306	.4736	3,737	.3400	2,569	.1336	10.8	FREIGHT ON SALES	14,135	.3006	7,263	.3400	6,872	(.0394)
392	.0294	55	.0050	337	.0244	.4	SPOILS & DECLINE	1,266	.0269	107	.0050	1,159	.0219
1,249	.0938	-	-	1,249	.0938	2.4	DEALS	13,133	.2793	-	-	13,133	.2793
7,947	.5968	3,792	.3450	4,155	.2518	13.6	TOTAL DEDUCTIONS	28,534	.6068	7,370	.3450	21,164	.2618
58,552	4.3971	52,204	4.7502	6,348	(.3531)	100.0	NET SALES	205,882	4.3783	101,464	4.7502	104,418	(.3719)
52,019	3.9065	42,932	3.9065	9,087	-	88.8	COST OF GOODS SOLD(BUDGET)	183,695	3.9065	83,442	3.9065	100,253	-
6,533	.4906	9,272	.8437	(2,739)	(.3531)	11.2	GROSS PROFIT	22,187	.4718	18,022	.8437	4,165	(.3719)
							SELLING EXPENSES						
685	.0514	685	.0623	-	(.0109)	1.2	SALESMEN'S SALARIES	1,370	.0291	1,370	.0641	-	(.0350)
182	.0137	512	.0466	(330)	(.0329)	.3	SALESMEN'S EXPENSES	745	.0158	1,024	.0479	(279)	(.0321)
3,278	.2462	2,800	.2548	478	(.0086)	5.6	COMMISSION TO BROKERS	10,889	.2316	5,442	.2548	5,447	(.0232)
10,096	.7582	7,346	.6684	2,750	.0898	17.3	ADVERTISING- MEDIA	13,694	.2912	14,277	.6684	(583)	(.3772)
2,779	.2087	-	-	2,779	.2087	4.8	ADVERTISING- COUPONS	6,822	.1451	-	-	6,822	.1451
3,588	.2694	503	.0458	3,085	.2236	6.1	ADVERTISING- COOPERATIVE	5,416	.1152	978	.0458	4,438	.0694
190	.0143	300	.0273	(110)	(.0130)	.3	IN-STORE COUPONS	190	.0040	950	.0445	(760)	(.0405)
535	.0402	285	.0259	250	.0143	.9	MARKET RESEARCH	838	.0178	554	.0259	284	(.0081)
1,749	.1313	1,151	.1047	598	.0266	3.0	STORE DEMONSTRATIONS	2,298	.0489	2,272	.1064	26	(.0575)
782	.0587	382	.0348	400	.0239	1.3	SALES ADMINISTRATION	1,173	.0250	743	.0348	430	(.0098)
11	.0008	75	.0068	(64)	(.0060)	.0	MISC. SELLING EXPENSE	81	.0017	150	.0070	(69)	(.0053)
38	.0029	-	-	38	.0029	.1	CONVENTIONS & EXHIBITS	81	.0017	-	-	81	.0017
3,051	.2291	1,154	.1050	1,897	.1241	5.2	WAREHOUSE EXPENSE	4,096	.0871	2,243	.1050	1,853	(.0179)
1,024	.0769	220	.0200	804	.0569	1.7	SAMPLES	1,345	.0286	427	.0200	918	.0086
27,988	2.1018	15,413	1.4024	12,575	.6994	47.8	TOTAL SELLING EXPENSE	49,038	1.0428	30,430	1.4246	18,608	(.3818)
4,154	.3120	3,347	.3046	807	.0074	7.1	GEN. & ADM. EXPENSE	5,855	.1245	6,688	.3131	(833)	(.1886)
32,142	2.4138	18,760	1.7070	13,382	.7068	54.9	TOTAL SELLING AND G. & A.	54,893	1.1673	37,118	1.7377	17,775	(.5704)
$(25,609)	$(1.9232)	$ (9,488)	$(.8633)	$ 16,121	$1.0599	(43.7%)	PRE-TAX PROFIT OR (LOSS)	$(32,706)	$(.6955)	$(19,096)	$(.8940)	$ 13,610	$(.1985)

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - MARCH 1958

TOTAL SALES DIVISION - PAGE 3

MONTH								YEAR TO DATE					
ACTUAL		BUDGET		OVER(UNDER) BUDGET		% OF		ACTUAL		BUDGET		OVER(UNDER) BUDGET	
DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	NET SALES		DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.
88,283 DZ.		87,281 DZ.		1,002 DZ.				312,031 DZ.		251,839 DZ.		60,192 DZ.	
$454,161	$5.1444	$443,908	$5.0860	$ 10,253	$ .0584	108.7%	GROSS SALES	$1,587,794	$5.0886	$1,280,741	$5.0855	$307,053	$ .0031
							DEDUCTIONS FROM SALES						
34,498	.3908	30,505	.3495	3,993	.0413	8.2	FREIGHT ON SALES	120,128	.3850	88,077	.3497	32,051	.0353
1,473	.0167	435	.0050	1,038	.0117	.4	SPOILS AND DECLINES	4,042	.0130	1,258	.0050	2 784	.0080
261	.0029	-	-	261	.0029	.1	DEALS	27,912	.0894	-	-	27 912	.0894
36,232	.4104	30,940	.3545	5,292	.0559	8.7	TOTAL DEDUCTIONS	152,082	.4874	89,335	.3547	62,747	.1327
417,929	4.7340	412,968	4.7315	4,961	.0025	100.0	NET SALES	1,435,712	4.6012	1,191,406	4.7308	244,306	(.1296)
339,806	3.8491	333,330	3.8191	6,476	.0300	81.3	COST OF GOODS SOLD(BUDGET)	1,198,034	3.8395	960,914	3.8156	237 120	.0239
78,123	.8849	79,638	.9124	(1,515)	(.0275)	18.7	GROSS PROFIT	237,678	.7617	230,492	.9152	7,186	(.1535)
							SELLING EXPENSES						
4,368	.0495	4,570	.0524	(202)	(.0029)	1.1	SALESMEN'S SALARIES	13,508	.0433	13,710	.0544	(202)	(.0111)
2,801	.0317	3,872	.0444	(1,071)	(.0127)	.7	SALESMEN'S EXPENSES	7,802	.0250	11,620	.0462	(3,818)	(.0212)
22,525	.2551	22,197	.2543	328	.0008	5.4	COMMISSION TO BROKERS	76,732	.2459	64,038	.2543	12,694	(.0084)
13,531	.1533	36,417	.4172	(22,886)	(.2639)	3.2	ADVERTISING- MEDIA	115,503	.3702	103,565	.4112	11,938	(.0410)
24,222	.2744	-	-	24,222	.2744	5.8	ADVERTISING- COUPONS	64,127	.2055	-	-	64,127	.2055
3,666	.0415	3,998	.0458	(332)	(.0043)	.9	ADVERTISING- COOPERATIVE	26,657	.0854	11,533	.0458	15 124	.0396
3,102	.0351	1,101	.0126	2,001	.0225	.7	IN-STORE COUPONS	10,845	.0347	6,651	.0264	4 194	.0083
3,068	.0348	2,261	.0259	807	.0089	.7	MARKET RESEARCH	9,331	.0299	6,524	.0259	2,807	.0040
8,762	.0992	7,661	.0878	1,101	.0114	2.1	STORE DEMONSTRATIONS	28,944	.0928	22,491	.0893	6 453	.0035
4,663	.0528	3,039	.0348	1,624	.0180	1.1	SALES ADMINISTRATION	13,302	.0426	8,765	.0348	4,537	.0078
825	.0094	733	.0084	92	.0010	.2	MISC. SELLING EXPENSE	1,750	.0056	2,199	.0087	(449)	(.0031)
144	.0016	-	-	144	.0016	.0	CONVENTIONS & EXHIBITS	799	.0026	-	-	799	.0026
12,774	.1447	9,532	.1092	3,242	.0355	3.1	WAREHOUSE EXPENSE	49,444	.1585	27,573	.1095	21,871	.0490
2,557	.0290	1,745	.0200	812	.0090	.6	SAMPLES	7,180	.0230	5,037	.0200	2,143	.0030
107,008	1.2121	97 126	1.1128	9,882	.0993	25.6	TOTAL SELLING EXPENSE	425,924	1.3650	283,706	1.1265	142,218	.2385
24,488	.2774	25,767	.2952	(1,279)	(.0178)	5.9	GENERAL & ADMINISTRATIVE EXP.	70,577	.2262	77,301	.3069	(6 724)	(.0807)
131,496	1.4895	122,893	1.4080	8,603	.0815	31.5	TOTAL SELLING AND G.&A.	496,501	1.5912	361,007	1.4334	135 494	.1578
$(53,373)	$(.6046)	$(43,255)	$(.4956)	$ 10,118	$ .1090	(12.8)%	PRE-TAX PROFIT OR (LOSS)	$(258,823)	$(.8295)	$(130,515)	$(.5182)	$128,308	$ .3113

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - MARCH 1958

S/ T LAKE CITY SALES DIVISION - PAGE 3-7

MONTH								YEAR TO DATE					
ACTUAL		BUDGET		OVER (UNDER) BUDGET		% OF		ACTUAL		BUDGET		OVER (UNDER) BUDGET	
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	NET SALES		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.
5,646 DZ.		4,410 DZ.		1,236 DZ.			DOZENS	18,780 DZ.		10,590 DZ.		8,190 DZ.	
$28,900	$5.1187	$22,469	$5.0952	$6,431	$.0235	104.5%	GROSS SALES	$96,228	$5.1239	$53,958	$5.0952	$42,270	$.0287
							DEDUCTIONS FROM SALES						
11,201	.2127	1,587	.3600	(386)	(.1473)	4.3	FREIGHT ON SALES	5,590	.2977	3,812	.3600	1,778	(.0623)
144	.0255	22	.0050	122	.0205	.5	SPOILS & DECLINES	503	.0268	53	.0050	450	.0218
(88)	(.0156)	-	-	(88)	(.0156)	(.3)	DEALS	619	.0329	-	-	619	.0329
1,257	.2226	1,609	.3650	(352)	(.1424)	4.5	TOTAL DEDUCTIONS	6,712	.3574	3,865	.3650	2,847	(.0076)
27,643	4.8961	20,860	4.7302	6,783	.1659	100.0%	NET SALES	89,516	4.7665	50,093	4.7302	39,423	.0363
22,056	3.9065	17,227	3.9065	4,829	-	79.8	COST OF GOODS SOLD (BUDGET)	73,365	3.9065	41,370	3.9065	31,995	-
5,587	.9896	3,633	.8237	1,954	.1659	20.2	GROSS PROFIT	16,151	.8600	8,723	.8237	7,428	.0363
							SELLING EXPENSES						
486	.0861	685	.1553	(199)	(.0692)	1.8	SALESMEN'S SALARIES	1,856	.0988	2,055	.1941	(199)	(.0953)
130	.0230	345	.0782	(215)	(.0552)	.5	SALESMEN'S SALARIES	670	.0357	1,035	.0977	(365)	(.0620)
1,471	.2605	1,124	.2548	347	.0057	5.3	COMMISSION TO BROKERS	4,547	.2421	2,698	.2548	1,849	(.0127)
447	.0792	756	.1714	(309)	(.0922)	1.6	ADVERTISING - MEDIA	3,830	.2039	1,817	.1716	2,013	.0323
1,479	.2620	-	-	1,479	.2620	5.4	ADVERTISING - COUPONS	3,635	.1936	-	-	3,635	.1936
428	.0758	202	.0458	226	.0300	1.5	ADVERTISING - COOPERATIVE	2,336	.1244	485	.0458	1,851	.0786
396	.0701	150	.0340	246	.0361	1.4	IN-STORE COUPONS	617	.0329	310	.0293	307	.0036
193	.0342	114	.0259	79	.0083	.7	MARKET RESEARCH	855	.0455	274	.0259	581	.0196
615	.1089	395	.0896	220	.0193	2.2	STORE DEMONSTRATIONS	1,572	.0837	1,054	.0995	518	(.0158)
293	.0519	154	.0348	139	.0171	1.1	SALES ADMINISTRATION	1,185	.0631	369	.0348	816	.0283
50	.0089	75	.0170	(25)	(.0081)	.2	MISCELLANEOUS SELLING EXP.	125	.0067	225	.0212	(100)	(.0145)
9	.0016	-	-	9	.0016	.0	CONVENTIONS & EXHIBITS	87	.0046	-	-	87	.0046
817	.1447	463	.1050	354	.0397	3.0	WAREHOUSE EXPENSE	2,327	.1239	1,112	.1050	1,215	.0189
253	.0448	88	.0200	165	.0248	.9	SAMPLES	753	.0401	212	.0200	541	.0201
7,067	1.2517	4,551	1.0318	2,516	.2199	25.6	TOTAL SELLING EXPENSE	24,395	1.2990	11,646	1.0997	12,749	.1993
1,638	.2901	1,301	.2951	337	.0050	5.9	GENERAL & ADMINISTRATION EXP.	7,014	.3735	3,237	.3057	3,777	.0678
8,705	1.5418	5,852	1.3269	2,853	.2149	31.5	TOTAL SELLING AND G & A	31,409	1.6725	14,883	1.4054	16,526	.2671
$(3,118)	$(.5522)	$(2,219)	$(.5032)	$ 899	$.0490	11.3%	PRE-TAX PROFIT OR (LOSS)	$(15,258)	$(.8125)	$(6,160)	$(.5817)	$ 9,098	$.2308

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - MARCH 1958

SAN FRANCISCO SALES DIVISON - PAGE 3-8

MONTH								YEAR TO DATE					
ACTUAL		BUDGET		OVER (UNDER) BUDGET		% OF		ACTUAL		BUDGET		OVER (UNDER) BUDGET	
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	NET SALES		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.
17,957 DZ.		15,160 DZ.		2,797 DZ.			DOZENS	64,980 DZ.		36,520 DZ.		28,460 DZ.	
$91,897	$5.1176	$77,243	$5.0952	$14,654	$.0224	104.5%	GROSS SALES	$326,313	$5.0217	$186,077	$5.0952	$140,236	$(.0735)
							DEDUCTIONS FROM SALES						
3,820	.2127	5,154	.3400	(1,334)	(.1273)	4.3	FREIGHT ON SALES	17,955	.2763	12,417	.3400	5,538	(.0637)
458	.0255	76	.0050	382	.0205	.5	SPOILS & DECLINES	1,724	.0265	183	.0050	1,541	.0215
(281)	(.0156)	-	-	(281)	(.0156)	(.3)	DEALS	12,852	.1978	-	-	12,852	.1978
3,997	.2226	5,230	.3450	(1,233)	(.1224)	4.5	TOTAL DEDUCTIONS	32,531	.5006	12,600	.3450	19,931	.1556
87,900	4.8950	72,013	4.7502	15,887	.1448	100.0	NET SALES	293,782	4.5211	173,477	4.7502	120,305	(.2291)
70,149	3.9065	59,223	3.9065	10,926	-	79.8	COST OF GOODS SOLD (BUDGET)	253,844	3.9065	142,665	3.9065	111,179	-
17,751	.9885	12,790	.8437	4,961	.1448	20.2	GROSS PROFIT	39,938	.6146	30,812	.8437	9,126	(.2291)
							SELLING EXPENSES						
685	.0381	685	.0452	-	(.0071)	.8	SALESMEN'S SALARIES	2,055	.0316	2,055	.0563	-	(.0247)
539	.0300	511	.0337	28	(.0037)	.6	SALESMEN'S EXPENSES	1,284	.0198	1,535	.0420	(251)	(.0222)
4,678	.2605	3,863	.2548	815	.0057	5.3	COMMISSION TO BROKERS	15,567	.2396	9,305	.2548	6,262	(.0152)
862	.0480	10,136	.6686	(9,274)	(.6206)	1.0	ADVERTISING - MEDIA	14,556	.2240	24,413	.6685	(9,857)	(.4445)
9,818	.5468	-	-	9,818	.5468	11.2	ADVERTISING - COUPONS	16,640	.2561	-	-	16,640	.2561
1,395	.0777	694	.0458	701	.0319	1.6	ADVERTISING - COOPERATIVE	6,811	.1048	1,672	.0458	5,139	.0590
190	.0106	200	.0132	(10)	(.0026)	.2	IN-STORE COUPONS	380	.0059	1,150	.0315	(770)	(.0256)
652	.0363	393	.0259	259	.0104	.8	MARKET RESEARCH	1,490	.0229	947	.0259	543	(.0030)
1,959	.1091	1,359	.0896	600	.0195	2.2	STORE DEMONSTRATIONS	4,257	.0655	3,631	.0994	626	(.0339)
992	.0552	528	.0348	464	.0204	1.1	SALES ADMINISTRATIONS	2,165	.0333	1,271	.0348	894	(.0015)
158	.0088	75	.0049	83	.0039	.2	MISCELLANEOUS SELLING EXP.	239	.0037	225	.0062	14	(.0025)
31	.0017	-	-	31	.0017	.0	CONVENTIONS & EXHIBITS	112	.0017	-	-	112	.0017
2,598	.1447	1,592	.1050	1,006	.0397	3.0	WAREHOUSE EXPENSE	6,694	.1030	3,835	.1050	2,859	(.0020)
806	.0449	303	.0200	503	.0249	.9	SAMPLES	2,151	.0331	730	.0200	1,421	.0131
25,363	1.4124	20,339	1.3415	5,024	.0709	28.9	TOTAL SELLING EXPENSE	74,401	1.1450	50,769	1.3902	23,632	(.2452)
5,209	.2901	4,476	.2954	733	(.0053)	5.9	GENERAL & ADMINISTRATION EXP.	10,974	.1689	11,164	.3057	(190)	(.1368)
30,572	1.7025	24,815	1.6369	5,757	.0656	34.9	TOTAL SELLING AND G & A	85,375	1.3139	61,933	1.6959	23,442	(.3820)
(12,821)	$(.7140)	$(12,025)	$(.7932)	$ 796	$(.0792)	(14.6)%	PRE-TAX PROFIT OR (LOSS)	$(45,437)	$(.6993)	$(31,121)	$(.8522)	$ 14,316	$(.1529)

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - APRIL 1958

TOTAL SALES DIVISION - PAGE 3

MONTH								YEAR TO DATE						
ACTUAL		BUDGET		OVER (UNDER) BUDGET		% OF		ACTUAL		BUDGET		OVER (UNDER) BUDGET		
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	NET SALES		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	
82,450	DZ.	109,531	DZ.	(27,081)	DZ.		DOZENS	394,481	DZ.	361,371	DZ.	33,110	DZ.	
424,857	$5.1529	$557,087	$5.0861	$(132,230)	$.0668	111.4%	GROSS SALES	$2,012,651	$5.1020	$1,837,828	$5.0857	$174,823	$.0163	
							DEDUCTIONS FROM SALES							
39,587	.4802	41,436	.3783	(1,849)	.1019	10.4	FREIGHT ON SALES	159,715	.4049	143,155	.3961	16,560	.0088	
1,781	.0216	548	.0050	1,233	.0166	.5	SPOILS & DECLINES	4,837	.0123	1,806	.0050	3,031	.0073	
1,939	.0235	-	-	1,939	.0235	.5	PROMOTIONS	29,633	.0751	-	-	29,633	.0751	
43,307	.5253	41,984	.3833	1,323	.1420	11.4	TOTAL DEDUCTIONS	194,185	.4923	144,961	.4011	49,224	.0912	
381,550	4.6276	515,103	4.7028	(133,553)	(.0752)	100.0	NET SALES	1,818,466	4.6097	1,692,867	4.6846	125,599	(.0749)	
319,464	3.8746	418,421	3.8202	(98,967)	.0544	83.7	COST OF GOODS SOLD (BUDGET)	1,517,498	3.8468	1,379,345	3.8170	138,153	.0298	
62,086	.7530	96,672	.8826	(34,586)	(.1296)	16.3	GROSS PROFIT	300,968	.7629	313,522	.8676	(12,554)	.1047	
							SELLING EXPENSES							
3,973	.0482	4,666	.0426	(693)	.0056	1.0	SALESMEN'S SALARIES	17,481	.0443	18,376	.0509	(895)	(.0066)	
3,164	.0384	3,874	.0354	(710)	.0030	.8	SALESMEN'S EXPENSES	10,966	.0278	15,494	.0429	(4,528)	(.0151)	
19,593	.2376	27,855	.2543	(8,262)	(.0167)	5.1	COMMISSION TO BROKERS	96,325	.2442	91,893	.2543	4,432	(.0101)	
61,453	.7453	78,935	.7207	(17,482)	.0246	16.1	ADVERTISING - MEDIA	176,956	.4486	207,914	.5753	(30,958)	(.1267)	
7,839	.0951	-	-	7,839	.0951	2.1	ADVERTISING - COUPONS	71,966	.1824	-	-	71,966	.1824	
2,264	.0275	5,016	.0458	(2,752)	(.0183)	.6	ADVERTISING - COOPERATIVE	28,921	.0733	16,549	.0458	12,372	.0275	
1,923	.0233	350	.0032	1,573	.0201	.5	IN-STORE COUPONS	12,768	.0324	7,001	.0194	5,767	.0130	
3,172	.0385	3,000	.0274	172	.0111	.8	MARKET RESEARCH	12,503	.0317	12,008	.0332	495	(.0015)	
7,249	.0879	8,375	.0764	(1,126)	.0115	1.9	STORE DEMONSTRATIONS	36,193	.0918	30,866	.0854	5,327	.0064	
4,254	.0516	3,812	.0348	442	.0168	1.1	SALES ADMINISTRATIONS	17,556	.0445	12,577	.0348	4,979	.0097	
744	.0090	733	.0067	11	.0023	.2	MISCELLANEOUS SELLING EXP.	2,494	.0063	2,932	.0081	(438)	(.0018)	
295	.0036	-	-	295	.0036	.1	CONVENTIONS AND EXHIBITS	1,094	.0028	-	-	1,094	.0028	
9,029	.1095	11,957	.1092	(2,928)	.0003	2.4	WAREHOUSE EXPENSE	58,473	.1482	39,530	.1094	18,943	.0388	
1,826	.0221	2,191	.0200	(365)	.0021	.5	SAMPLES	9,006	.0228	7,228	.0200	1,778	.0028	
126,778	1.5376	150,764	1.3765	(23,986)	.1611	33.2	TOTAL SELLING EXPENSE	552,702	1.4011	462,368	1.2795	90,334	.1216	
28,093	.3407	25,767	.2352	2,326	.1055	7.4	GENERAL AND ADMINISTRATIVE EXP.	98,670	.2501	103,068	.2852	(4,398)	(.0351)	
154,871	1.8783	176,531	1.6117	(21,660)	.2666	40.6	TOTAL SELLING AND G. & A.	651,372	1.6512	565,436	1.5647	85,936	.0865	
$(92,785)	$(1.1253)	$(79,859)	$(7291)	$ 12,926	$.3962	$(24.3)%	PRE-TAX PROFIT OR (LOSS)	$(350,404)	$(.8883)	$(251,914)	$(.6971)	$98,490	$.1912	

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STATEMENT OF PROFIT OR LOSS ON FRUIT PIES - APRIL 1958

SALT LAKE CITY SALES DIVISION - PAGE 3-7

MONTH							YEAR TO DATE					
ACTUAL		BUDGET		OVER(UNDER) BUDGET			ACTUAL		BUDGET		OVER(UNDER) BUDGET	
DOLLARS	PER DOZ.	DOLLARS	PER DOZ	DOLLARS	PER DOZ.		DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.
6,903	DZ.	5,820	DZ.	1,083	DZ.	DOZENS	25,683	DZ.	16,410	DZ.	9,273	DZ.
$35,451	$5.1356	$29,654	$5.0952	$ 5,797	$ .0404	GROSS SALES	$131,679	$5.1271	$83,612	$5.0952	$48,067	$ .0319
						DEDUCTIONS FROM SALES						
5,646	.8179	3,492	.6000	2,154	.2179	FREIGHT ON SALES	11,236	.4375	(4,555)	(.2776)	15,791	.7151
32	.0046	29	.0050	3	(.0004)	SPOILS AND DECLINES	271	.0106	82	.0050	189	.0056
-	-	-	-	-	-	PROMOTIONS	619	.0241	-	-	619	.0241
5,678	.8225	3,521	.6050	2,157	.2175	TOTAL DEDUCTIONS	12,126	.4722	(4,473)	(.2726)	16,599	.7448
29,773	4.3131	26,133	4.4902	3,640	(.1771)	NET SALES	119,553	4.6549	88,085	5.3678	31,468	(.7129)
26,967	3.9065	22,736	3.9065	4,231	-	COST OF GOODS SOLD(BUDGET)	100,332	3.9065	64,106	3.9065	36,226	-
2,806	.4066	3,397	.5837	(591)	(.1771)	GROSS PROFIT	19,221	.7484	23,979	1.4613	(4,758)	(.7129)
						SELLING EXPENSES						
-	-	685	.1177	(685)	(.1177)	SALESMEN'S SALARIES	1,856	.0723	2,740	.1670	(884)	(.0947)
-	-	345	.0593	(345)	(.0593)	SALESMEN'S EXPENSES	670	.0261	1,380	.0841	(710)	(.0580)
1,595	.2311	1,483	.2548	112	(.0237)	COMMISSION TO BROKERS	6,142	.2391	4,181	.2548	1,961	(.0157)
6,402	.9274	6,582	1.1309	(180)	(.2035)	ADVERTISING- MEDIA	10,232	.3984	(627)	(.0382)	10,859	.4366
107	.0155	-	-	107	.0155	ADVERTISING- COUPONS	3,742	.1457	-	-	3,742	.1457
-	-	267	.0459	(267)	(.0459)	ADVERTISING- COOPERATIVE	2,336	.0910	752	.0458	1,584	.0452
-	-	100	.0172	(100)	(.0172)	IN-STORE COUPONS	617	.0240	410	.0250	207	(.0010)
180	.0261	159	.0273	21	(.0012)	MARKET RESEARCH	1,035	.0403	546	.0333	489	.0070
259	.0375	466	.0800	(207)	(.0425)	STORE DEMONSTRATIONS	1,831	.0713	1,520	.0926	311	(.0213)
241	.0349	203	.0349	38	-	SALES ADMINISTRATION	1,426	.0555	572	.0348	854	.0207
76	.0110	75	.0129	1	(.0019)	MISC. SELLING EXPENSE	201	.0078	300	.0183	(99)	(.0105)
17	.0025	--	-	17	.0025	CONVENTIONS & EXHIBITS	104	.0041	-	-	104	.0041
691	.0213	611	.1050	80	(.0837)	WAREHOUSE EXPENSE	3,018	.1175	1,723	.1050	1,295	.0125
147	.1001	116	.0199	31	.0802	SAMPLES	900	.0350	328	.0200	572	.0150
9,715	1.4074	11,092	1.9058	(1,377)	(.4984)	TOTAL SELLING EXPENSE	34,110	1.3281	13,825	.8425	20,285	.4856
1,444	.2092	1,368	.2351	76	(.0259)	GENERAL & ADMINISTRATIVE EXPENSE	8,458	.3293	4,696	.2862	3,762	.0431
11,159	1.6166	12,460	2.1409	(1,301)	(.5243)	TOTAL SELLING AND G. & A.	42,568	1.6574	18,521	1.1287	24,047	.5287
$(3,353)	$(1.2100)	$(9,063)	$(1.5572)	$ (710)	$(.3472)	PRE-TAX PROFIT OR (LOSS)	$(23,347)	$(.9090)	$ 5,458	$ .3326	$28,805	$1.2416

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STATEMENT OF PROFIT OR LOSS ON FRUIT PIES - APRIL 1958

SAN FRANCISCO SALES DIVISION - - PAGE 3-8

MONTH							YEAR TO DATE					
ACTUAL		BUDGET		OVER(UNDER) BUDGET			ACTUAL		BUDGET		OVER(UNDER) BUDGET	
DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.		DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.
15,353	DOZ.	20,030	DOZ.	(4,677)	DOZ.	DOZENS	80,333	DOZ.	56,550	DOZ.	23,783	DOZ.
$78,255	$5.0970	$102,057	$5.0952	$(23,802)	$ .0018	GROSS SALES	$404,568	$5.0361	$288,134	$5.0952	$116,434	$(.0591)
						DEDUCTIONS FROM SALES						
3,309	.2155	6,009	.3000	(2,700)	(.0845)	FREIGHT ON SALES	21,264	.2647	33,872	.5990	(12,608)	(.3343)
157	.0102	100	.0050	57	.0052	SPOILS AND DECLINES	945	.0118	283	.0050	662	.0068
1,411	.0919	-	-	1,411	.0919	PROMOTIONS	14,263	.1775	-	-	14,263	.1775
4,877	.3176	6,109	.3050	(1,232)	.0126	TOTAL DEDUCTIONS	36,472	.4540	34,155	.6040	2,317	(.1500)
73,378	4.7794	95,948	4.7902	(22,570)	(.0108)	NET SALES	368,096	4.5821	253,979	4.4912	114,117	.0909
59,976	3.9065	78,247	3.9065	(18,271)	-	COST OF GOODS SOLD(BUDGET)	313,820	3.9065	220,912	3.9065	92,908	-
13,402	.8729	17,701	.8837	(4,299)	(.0108)	GROSS PROFIT	54,276	.6756	33,067	.5847	21,209	.0909
						SELLING EXPENSES						
685	.0446	685	.0342	-	.0104	SALESMEN'S SALARIES	2,740	.0341	2,740	.0485	-	(.0144)
300	.0195	512	.0256	(212)	(.0061)	SALESMEN'S EXPENSES	1,584	.0197	2,047	.0362	(463)	(.0165)
3,522	.2294	5,104	.2548	(1,582)	(.0254)	COMMISSION TO BROKERS	19,089	.2376	14,409	.2548	4,680	(.0172)
3,029	.1973	20,059	1.0015	(17,030)	(.8042)	ADVERTISING- MEDIA	17,585	.2189	55,933	.9891	(38,348)	(.7702
1,097	.0714	-	-	1,097	.0714	ADVERTISING- COUPONS	17,737	.2208	-	-	17,737	.2208
71	.0046	917	.0458	(846)	(.0412)	ADVERTISING- COOPERATIVE	6,832	.0857	2,589	.0458	4,293	.0399
4	.0003	-	-	4	.0003	IN-STORE COUPONS	384	.0048	1,150	.0203	(766)	(.0155)
660	.0430	549	.0274	111	.0156	MARKET RESEARCH	2,150	.0268	1,879	.0332	271	(.0064)
342	.0223	1,603	.0800	(1,261)	(.0577)	STORE DEMONSTRATIONS	4,599	.0572	5,234	.0926	(635)	(.0354)
887	.0578	697	.0348	190	.0230	SALES ADMINISTRATION	3,052	.0380	1,968	.0348	1,084	.0032
288	.0188	75	.0037	213	.0151	MISC. SELLING EXPENSE	527	.0065	300	.0053	227	.0012
61	.0040	-	-	61	.0040	CONVENTIONS AND EXHIBITS	173	.0022	-	-	173	.0022
2,387	.1555	2,103	.1050	284	.0505	WAREHOUSE EXPENSE	9,081	.1130	5,938	.1050	3,143	.0080
160	.0104	401	.0200	(241)	(.0096)	SAMPLES	2,311	.0288	1,131	.0200	1,180	.0088
13,493	.8789	32,705	1.6328	(19,212)	(.7539)	TOTAL SELLING EXPENSE	87,894	1.0941	95,318	1.6856	(7,424)	(.5915)
5,302	.3453	4,713	.2353	589	.1100	GENERAL & ADMINISTRATIVE EXPENSE	16,276	.2026	16,119	.2850	157	(.0824)
18,795	1.2242	37,418	1.8681	(18,623)	(.6439)	TOTAL SELLING AND G. & A.	104,170	1.2967	111,437	1.9706	(7,267)	(.6739)
$(5,393)	$(.3513)	$(19,717)	$(.9844)	$(14,324)	$(.6331)	PRE-TAX PROFIT OR (LOSS)	$(49,894)	$(.6211)	$(78,370)	$(1.3859)	$(28,476)	$(.7648)

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - MAY 1958

TOTAL SALES DIVISION - PAGE 3

MONTH								YEAR TO DATE					
ACTUAL		BUDGET		OVER(UNDER) BUDGET		% OF		ACTUAL		BUDGET		OVER(UNDER) BUDGET	
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.	NET SALES		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.
84,300	DZ.	113,874	DZ.	(29,574)	DZ.		DOZENS	478,781	DZ.	475,245	DZ.	3,536	DZ.
$430,480	$5.1065	$579,143	$5.0858	$(148,663)	$ .0207	109.8%	GROSS SALES	$2,443,131	$5.1028	$2,416.971	$5.0857	$ 26,160	$ .0171
							DEDUCTIONS FROM SALES						
32,905	.3903	44,238	.3885	(11,333)	.0018	8.4	FREIGHT ON SALES	192,620	.4023	187,393	.3943	5,227	.0080
1,226	.0145	568	.0050	658	.0095	.3	SPOILS & DECLINES	6,063	.0127	2,374	.0050	3,689	.0077
4,304	.0511	-	-	4,304	.0511	1.1	PROMOTIONS	33,937	.0709	-	-	33,937	.0709
38,435	.4559	44,806	.3935	(6,371)	.0624	9.8	TOTAL DEDUCTIONS	232,620	.4859	189,767	.3993	42,853	.0866
392,045	4.6506	534,337	4.6923	(142,292)	(.0417)	100.0	NET SALES	2,210,511	4.6169	2,227,204	4.6864	(16,693)	(.0695)Y
325,155	3.8571	434,297	3.8138	(109,142)	.0433	82.9	COST OF GOODS SOLD(BUDGET)	1,842,653	3.8486	1,813,642	3.8162	29,011	.0324
66,890	.7935	100,040	.8785	(33,150)	(.0850)	17.1	GROSS PROFIT	367,858	.7683	413,562	.8702	(45,704)	(.1019)Y
							SELLING EXPENSES						
4,067	.0482	4,720	.0415	(653)	.0067	1.0	SALESMEN'S SALARIES	21,548	.0450	23,096	.0486	(1,548)	(.0036)Y
3,015	.0358	3,874	.0340	(859)	.0018	.8	SALESMEN'S EXPENSES	14,003	.0292	19,368	.0408	(5,365)	(.0116)Y
18,527	.2198	28,959	.2543	(10,432)	(.0345)	4.7	COMMISSION TO BROKERS	114,852	.2399	120,852	.2543	(6,000)	(.0144)Y
38,686	.4589	55,394	.4865	(16,708)	(.0276)	9.9	ADVERTISING- MEDIA	215,642	.4504	263,308	.5540	(47,666)	(.1036)Y
8,475	.1005	--	--	8,475	.1005	2.2	ADVERTISING- COUPONS	80,441	.1680	-	-	80,441	.1680
6,632	.0787	5,215	.0458	1,417	.0329	1.7	ADVERTISING- COOPERATIVE	35,553	.0743	21,764	.0458	13,789	.0285
1,781	.0211	-	-	1,781	.0211	.5	IN-STORE COUPONS	14,549	.0304	7,001	.0147	7,548	.0157
4,577	.0543	3,000	.0263	1,577	.0280	1.2	MARKET RESEARCH	17,080	.0357	15,008	.0316	2,072	.0041
5,128	.0608	-	-	5,128	.0608	1.3	STORE DEMONSTRATIONS	41,321	.0863	30,866	.0649	10,455	.0214
4,394	.0521	3,962	.0348	432	.0173	1.1	SALES ADMINISTRATION	22,007	.0460	16,539	.0348	5,468	.0112
546	.0065	733	.0064	(187)	.0001	.1	MISC. SELLING EXPENSE	3,040	.0063	3,665	.0077	(625)	(.0014)
103	.0012	-	-	103	.0012	.0	CONVENTIONS & EXHIBITS	1,197	.0025	-	-	1,197	.0025
9,404	.1116	12,402	.1089	(2,998)	.0027	2.4	WAREHOUSE EXPENSE	67,877	.1418	51,932	.1093	15,945	.0325
1,538	.0183	2,279	.0200	(741)	(.0017)	.4	SAMPLES	10,544	.0220	9,507	.0200	1,037	.0020
106,873	1.2678	120,538	1.0585	(13,665)	.2093	27.3	TOTAL SELLING EXPENSE	659,654	1.3778	582,906	1.2265	76,748	.1513
28,774	.3413	25,767	.2263	3,007	.1150	7.3	GENERAL & ADMINISTRATIVE EXPENSE	127,365	.2660	128,835	.2711	(1,470)	(.0051)
135,647	1.6091	146,305	1.2848	(10,658)	.3243	34.6	TOTAL SELLING & G. & A.	787,019	1.6438	711 741	1.4976	75,278	.1462
$(68,757)	$(.8156)	$(46,265)	$(.4063)	$ 22,492	$ .4093	(17.5)%	PRE-TAX PROFIT OR (LOSS)	$ (419,161)	$(.8755)	$(298,179)	$(.6274)	$120,982	$.2481

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STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - MAY 1958

MONTH							YEAR TO DATE					
ACTUAL		BUDGET		OVER (UNDER) BUDGET			ACTUAL		BUDGET		OVER (UNDER) BUDGET	
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.
5,205	DZ.	5,650	DZ.	(445)	DZ.	DOZENS	30,888	DZ.	22,060	DZ.	8,827	DZ.
$26,966	$5.1808	$28,788	$5.0953	$(1,822)	$.0855	GROSS SALES	$158,645	$5.1361	$112,400	$5.0952	$46,245	$.0409
						DEDUCTIONS FROM SALES						
2,008	.3858	3,447	.6100	(1,439)	(.2242)	FREIGHT ON SALES	13,244	.4288	(1,108)	(.0502)	14,352	.4790
21	.0040	28	.0050	(7)	(.0010)	SPOILS AND DECLINES	292	.0094	110	.0050	182	.0044
536	.1030	-	-	536	.1030	PROMOTIONS	1,155	.0374	-	-	1,155	.0374
2,565	.4928	3,475	.6150	(910)	(.1222)	TOTAL DEDUCTIONS	14,691	.4756	(998)	(.0452)	15,689	.5208
24,401	4.6880	25,313	4.4803	(912)	.2077	NET SALES	143,954	4.6605	113,398	5.1404	30,556	(.4799)
20,333	3.9065	22,071	3.9065	(1,738)	-	COST OF GOODS SOLD (BUDGET)	120,665	3.9065	86,177	2.9065	34,488	-
4,068	.7815	3,242	.5738	826	.2077	GROSS PROFIT	23,289	.7540	27,221	1.2339	(3,932)	(.4799)
						SELLING EXPENSES						
-	-	685	.1212	(685)	(.1212)	SALESMEN'S SALARIES	1,856	.0601	3,425	.1553	(1,569)	(.0952)
-	-	345	.0611	(345)	(.0611)	SALESMEN'S EXPENSES	670	.0217	1,725	.0782	(1,055)	(.0565)
383	.0736	1,439	.2547	(1,056)	(.1811)	COMMISSION TO BROKERS	6,525	.2112	5,620	.2548	905	(.0436)
1,004	.1930	2,388	.4226	(1,384)	(.2296)	ADVERTISING - MEDIA	11,236	.3638	1,761	.0798	9,475	.2840
1,243	.2388	-	-	1,243	.2388	ADVERTISING - COUPONS	4,985	.1614	-	-	4,985	.1614
103	.0198	258	.0457	(155)	(.0259)	ADVERTISING - COOPERATIVE	2,439	.0790	1,010	.0458	1,429	.0332
83	.0159	-	-	83	.0159	IN-STORE COUPONS	700	.0227	410	.0186	290	.0041
329	.0632	149	.0264	180	.0368	MARKET RESEARCH	1,364	.0442	695	.0315	669	.0127
95	.0182	-	-	95	.0182	STORE DEMONSTRATIONS	1,926	.0623	1,520	.0689	406	(.0066)
317	.0609	196	.0347	121	.0262	SALES ADMINISTRATION	1,748	.0566	768	.0348	980	.0218
130	.0250	75	.0133	55	.0117	MISCELLANEOUS SELLING EXP.	331	.0107	375	.0170	(44)	(.0063)
7	.0013	-	-	7	.0013	CONVENTIONS & EXHIBITS	111	.0036	-	-	111	.0036
165	.0317	593	.0150	(428)	(.0733)	WAREHOUSE EXPENSES	3,183	.1030	2,316	.1050	876	(.0020)
83	.0159	114	.0201	(31)	(.0042)	SAMPLES	983	.0318	442	.0200	541	.0118
3,942	.7573	6,242	1.1048	(2,300)	(.3475)	TOTAL SELLING EXPENSE	38,057	1.2321	20,067	.9097	17,990	.3224
3,491	.6707	1,278	.2262	2,213	.4445	GENERAL & ADMINISTRATIVE EXP.	11,944	.3867	5,974	.2707	5,970	.1160
7,433	1.4280	7,520	1.3310	(87)	.0970	TOTAL SELLING AND G. & A.	50,001	1.6188	26,041	1.1804	23,960	.4384
$(3,365)	$(.6465)	$(4,278)	$(.7572)	$(913)	$(.1107)	PRE-TAX PROFIT OR (LOSS)	$(26,712)	$(.8648)	$ 1,180	$ .0535	$27,892	$.9183

STATEMENT OF PROFIT OR LOSS ON FRUIT PIES - MAY 1958

SAN FRANCISCO SALES DIVISION - PAGE 3-8

MONTH							YEAR TO DATE					
ACTUAL		BUDGET		OVER(UNDER) BUDGET			ACTUAL		BUDGET		OVER(UNDER) BUDGET	
DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.		DOLLARS	PER DZ.	DOLLARS	PER DZ.	DOLLARS	PER DZ.
15,403	DZ.	19,430	DZ.	(4,027)	DZ.	DOZENS	95,736	DZ.	75,980	DZ.	19,756	DZ.
$ 76,218	$4.9482	$ 99,000	$5.0952	$(22,782)	$(.1470)	GROSS SALES	$480,786	$5.0220	$387,134	$ 5.0952	$ 93,652	$ (.0732)
						DEDUCTIONS FROM SALES						
4,903	.3183	6,023	.3100	(1,120)	.0083	FREIGHT ON SALES	26,167	.2733	39,895	.5251	(13,728)	(.2518)
239	.0155	97	.0050	142	.0105	SPOILS AND DECLINES	1,184	.0124	380	.0050	804	.0074
2,595	.1685	-	-	2,595	.1685	PROMOTIONS	16,858	.1761	-	-	16,858	.1761
7,737	.5023	6,120	.3150	1,617	.1873	TOTAL DEDUCTIONS	44,209	.4618	40,275	.5301	3,934	(.0683)
68,481	4.4459	92,880	4.7802	(24,399)	(.3343)	NET SALES	436,577	4.5602	346,859	4.5651	89,718	(.0049)
60,172	3.9065	75,903	3.9065	(15,731)	-	COST OF GOODS SOLD(BUDGET)	373,992	3.9065	296,815	3.9065	77,177	-
8,309	.5394	16,977	.8737	(8,668)	(.3343)	GROSS PROFIT	62,585	.6537	50,044	.6586	12,541	(.0049)
						SELLING EXPENSES						
711	.0462	685	.0353	26	.0109	SALESMEN'S SALARIES	3,451	.0360	3,425	.0451	26	(.0091)
475	.0308	512	.0263	(37)	.0045	SALESMEN'S EXPENSES	2,080	.0217	2,559	.0337	(479)	(.0120)
1,912	.1241	4,951	.2548	(3,039)	(.1307)	COMMISSIONS TO BROKERS	21,001	.2193	19,360	.2548	1,641	(.0355)
881	0572	14,683	.7557	(13,802)	(.6985)	ADVERTISING- MEDIA	18,466	.1929	70,616	.9294	(52,150)	(.7365)
147	.0096	-	-	147	.0096	ADVERTISING- COUPONS	17,884	.1868	-	-	17,884	.1868
3,167	.2056	890	.0458	2,277	.1598	ADVERTISING- COOPERATIVE	10,049	.1050	3,479	.0458	6,570	.0592
5	.0003	-	-	5	.0003	IN-STORE COUPONS	389	.0041	1,150	.0151	(761)	(.0110)
846	.0549	512	.0263	334	.0286	MARKET RESEARCH	2,996	.0313	2,391	.0315	605	(.0002)
328	.0213	-	-	328	.0213	STORE DEMONSTRATIONS	4,927	.0515	5,234	.0689	(307)	(.0174)
815	.0529	676	.0348	139	.0181	SALES ADMINISTRATION	3,878	.0405	2,644	.0348	1,234	.0057
334	.0217	75	.0039	259	.0178	MISC. SELLING EXPENSE	861	.0090	375	.0049	486	.0041
19	.0012	-	-	19	.0012	CONVENTIONS & EXHIBITS	192	.0020	-	-	192	.0020
915	.0594	2,040	.1050	(1,125)	(.0456)	WAREHOUSE EXPENSE	9,996	.1044	7,978	.1050	2,018	(.0006)
90	.0059	389	.0200	(299)	(.0141)	SAMPLES	2,401	.0251	1,520	.0200	881	.0051
10,645	.6911	25,413	1.3079	(14,768)	(.6168)	TOTAL SELLING EXPENSE	98,571	1.0296	120,731	1.5890	(22,160)	(.5594)
8,984	.5832	4,396	.2262	4,588	.3570	GENERAL AND ADM. EXPENSE	25,228	.2635	20,515	.2700	4,713	(.0065)
19,629	1.2743	29,809	1.5341	(10,180)	(.2598)	TOTAL SELLING AND G. & A.	123,799	1.2931	141,246	1.8590	(17,447)	(.5659)
$(11,320)	$(.7349)	$(12,832)	$(.6604)	$ (1,512)	$.0745	PRE-TAX PROFIT OR (LOSS)	$(61,214)	$(.6394)	$(91,202)	$(1.2004)	$ (29,988)	(.5610)

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[fol. 1867]

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - June 1958

TOTAL SALES DIVISION - Page 3

MONTH								YEAR TO DATE						
Actual		Budget		Over (Under) Budget		% of		Actual		Budget		Over (Under) Budget		
Dollars	Per Dz.	Dollars	Per Dz.	Dollars	Per Dz.	Net Sales		Dollars	Per Dz.	Dollars	Per Dz.	Dollars	Per Dz.	
82,358	dz.	98,503	dz.	(16,145)	dz.		Dozens	561,139	dz.	573,748	dz.	(12,609)	dz.	
$418,803	$5.0852	$501,025	$5.0864	$(82,222)	$(.0012)	111.4%	Gross sales	$2,861,934	$5.1002	$2,917,996	$5.0858	$(56,062)	$...0144	
							Deductions from sales							
32,917	.3997	39,156	.3975	(6,239)	.0022	8.8	Freight on sales	225,537	.4019	226,549	.3948	(1,012)	.0071	
1,282	.0156	492	.0050	790	.0106	.3	Spoils & declines	7,345	.0131	2,866	.0050	4,479	.0081	
8,640	.1049	-	-	8,640	.1049	2.3	Promotions	42,577	.0759	-	-	42,577	.0759	
42,839	.5202	39,648	.4025	3,191	.1177	11.4	Total deductions	275,459	.4909	229,415	.3998	46,044	.0911	
375,964	4.5650	461,377	4.6839	(85,413)	(.1189)	100.0	Net sales	2,586,475	4.6093	2,688,581	4.6860	(102,106)	(.0767)	
319,261	3.8765	376,622	3.8235	(57,361)	.0530	84.9	Cost of goods sold (budget)	2,161,914	3.8527	2,190,264	3.8175	(28,350)	.0352	
56,703	.6885	84,755	.8604	(28,052)	(.1719)	15.1	Gross profit	424,561	.7566	498,317	.8685	(73,756)	(.1119)	
							Selling expenses							
4,827	.0586	4 721	.0479	106	.0107	1.3	Salesmen's salaries	26,375	.0470	27 817	.0485	(1,442)	(.0015)	
3,704	.0450	3,872	.0393	(168)	.0057	1.0	Salesmen's expenses	17,707	.0316	23,240	.0405	(5,533)	(.0089)	
20,143	.2446	25,051	.2543	(4,908)	(.0097)	5.4	Commissions to brokers	138,262	.2464	145,903	.2543	(7,641)	(.0079)	
32,128	.3901	23,772	.2413	8,356	.1488	8.5	Advertising- media	247,770	.4415	287,080	.5003	(39,310)	(.0588)	
11,238	.1365	-	-	11,238	.1365	3.0	Advertising- coupons	91,679	.1634	-	-	91,679	.1634	
4,700	.0571	4,512	.0458	188	.0113	1.2	Advertising- cooperative	40,253	.0717	26,276	.0458	13,977	.0259	
362	.0044	-	-	362	.0044	.1	In-store coupons	14,911	.0266	7,001	.0122	7,910	.0144	
3,595	.0436	3,000	.0305	595	.0131	1.0	Market research	20,675	.0368	18,008	.0314	2,667	.0054	
3,022	.0367	-	-	3,022	.0367	.8	Store demonstrations	44,343	.0790	30,866	.0538	13,477	.0252	
3,662	.0445	3,429	.0348	233	.0097	1.0	Sales administration	25,669	.0457	19,968	.0348	5,701	.0109	
3,000	.0364	733	.0075	2,267	.0289	.8	Misc. selling expense	6,040	.0108	4,398	.0077	1,642	.0031	
135	.0016	-	-	135	.0016	.0	Conventions & exhibits	1,332	.0024	-	-	1,332	.0024	
9,347	.1135	10,740	.1090	(1,393)	.0045	2.5	Warehouse expense	77,224	.1376	62,672	.1092	14,552	.0284	
1,170	.0142	1,970	.0200	(800)	(.0058)	.3	Samples	11,714	.0209	11,477	.0200	237	.0009	
101,033	1.2268	81,800	.8304	19,233	.3964	26.9	Total selling expense	763,954	1.3614	664,706	1.1585	99,248	.2029	
23,657	.2872	25,767	.2616	(2,110)	.0256	6.3	General & administrative exp.	151,022	.2692	154,602	.2695	(3,580)	(.0003)	
124,690	1.5140	107,567	1.0920	17,123	.4220	33.2	Total selling and G. & A.	914,976	1.6306	819,308	1.4280	95,668	.2026	
$(67,987)	$(.8255)	$(22,812)	$(.2316)	$45,175	$ .5939	(18.1)%	Pre-tax profit or (loss)	$(490,415)	$(.8740)	$(320,991)	$(.5595)	$169,424	$ .3145	

[fol. 1868]

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - JUL. 1958

SALT LAKE CITY SALES DIVISION

MONTH							YEAR TO DATE					
ACTUAL		BUDGET		OVER(UNDER) BUDGET			ACTUAL		BUDGET		OVER(UNDER) BUDGET	
DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.		DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.
6,397 DOZ.		5,820 DOZ.		577 DOZ.		DOZENS	37,285 DOZ.		27,880 DOZ.		9,405 DOZ.	
$33,830	$5.2884	$29,654	$5.0952	$ 4,176	$ .1932	GROSS SALES	$192,475	$5.1623	$142,054	$5.0952	$ 50,421	$ .0671
						DEDUCTIONS FROM SALES						
3,764	.5884	3,608	.6199	156	(.0315)	FREIGHT ON SALES	17,008	.4562	2,500	.0897	14,508	.3665
172	.0268	29	.0050	143	.0218	SPOILS AND DECLINES	464	.0124	139	.0050	325	.0074
10	.0016	-	-	10	.0016	PROMOTIONS	1,165	.0313	-	-	1,165	.0313
3,946	.6168	3,637	.6249	309	(.0081)	TOTAL DEDUCTIONS	18,637	.4999	2,639	.0947	15,998	.4052
29,884	4.6716	26,017	4.4703	3,867	.2013	NET SALES	173,838	4.6624	139,415	5.0005	34,423	(.3381)
24,990	3.9065	22,736	3.9065	2,254	-	COST OF GOODS SOLD (BUDGET)	145,655	3.9065	108,913	3.9065	36,742	-
4,894	.7651	3,281	.5638	1,613	.2013	GROSS PROFIT	28,183	.7559	30,502	1.0940	(2,319)	(.3381)
						SELLING EXPENSE						
855	.1337	685	.1177	170	.0160	SALESMEN'S SALARIES	2,711	.0727	4,110	.1474	(1,399)	(.0747)
505	.0789	345	.0593	160	.0196	SALESMEN'S EXPENSES	1,175	.0315	2,070	.0743	(895)	(.0428)
1,531	.2393	1,483	.2548	48	(.0155)	COMMISSIONS TO BROKERS	9,084	.2436	7,103	.2548	1,981	(.0112)
1,009	.1577	384	.0660	625	.0917	ADVERTISING- MEDIA	12,245	.3284	2,145	.0769	10,100	.2515
619	.0968	-	-	619	.0968	ADVERTISING- COUPONS	5,604	.1503	-	-	5,604	.1503
70	.0109	267	.0459	(197)	(.0350)	ADVERTISING- COOPERATIVE	2,509	.0673	1,277	.0458	1,232	.0215
1	.0002	-	-	1	.0002	IN-STORE COUPONS	701	.0188	410	.0147	291	.0041
250	.0391	177	.0304	73	.0087	MARKET RESEARCH	1,614	.0433	872	.0313	742	.0120
52	.0081	-	-	52	.0081	STORE DEMONSTRATIONS	1,978	.0531	1,520	.0545	458	(.0014)
255	.0399	203	.0349	52	.0050	SALES ADMINISTRATION	2,003	.0537	971	.0348	1,032	.0189
222	.0347	75	.0129	147	.0218	MISC. SELLING EXPENSE	553	.0148	450	.0161	103	(.0013)
9	.0014	-	-	9	.0014	CONVENTIONS AND EXHIBITS	120	.0032	-	-	120	.0032
556	.0869	611	.1050	(55)	(.0181)	WAREHOUSE EXPENSE	3,739	.1003	2,927	.1050	812	(.0047)
142	.0222	116	.0199	26	.0023	SAMPLES	1,125	.0302	558	.0200	567	.0102
6,076	.9498	4,346	.7468	1,730	.2030	TOTAL SELLING EXPENSE	45,161	1.2112	24,413	.8756	20,748	.3356
2,167	.3388	1,523	.2617	644	.0771	GENERAL & ADMINISTRATIVE EXPENSE	14,111	.3785	7,497	.2689	6,614	.1096
8,243	1.2886	5,869	1.0085	2,374	.2801	TOTAL SELLING AND G. & A.	59,272	1.5897	31,910	1.1445	27,362	.4452
$(3,349)	$(.5235)	$(2,588)	$(.4447)	$ (761)	$(.0788)	PRE-TAX PROFIT OR (LOSS)	$(31,089)	$(.8338)	$ (1,408)	$(.0505)	$(29,681)	$(.7833)

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STATEMENT OF PROFIT OR LOSS IN FRUIT PIE SALES - JNE 1958

SAN FRANCISCO SALES DIVISION

MONTH							YEAR TO DATE					
ACTUAL		BUDGET		OVER(UNDER) BUDGET			ACTUAL		BUDGET		OVER(UNDER) BUDGET	
DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.		DOLLARS	PER DOZ.	DOLLARS	PER DOZ.	DOLLARS	PER DOZ.
20,465	DOZ.	20,020	DOZ.	445	DOZ.	DOZENS	116,201	DOZ.	96,000	DOZ.	20,291	DOZ.
$99,540	$4.8639	$102,006	$5.0952	$(2,466)	$(.2313)	GROSS SALES	$580,326	$4.9941	$489,140	$ 5.0952	$ 91,186	$(.1011)
						DEDUCTIONS FROM SALES						
3,733	.1824	6,406	.3200	(2,673)	(.1376)	FREIGHT ON SALES	29,900	.2573	46,301	.4823	(16,401)	(.2250)
182	.0089	100	.0050	82	.0039	SPOILS AND DECLINES	1,366	.0118	480	.0050	886	.0068
1,870	.0914	-	-	1,870	.0914	PROMOTIONS	18,728	.1611	-	-	18,728	.1611
5,785	.2827	6,506	.3250	(721)	(.0423)	TOTAL DEDUCTIONS	49,994	.4302	46,781	.4873	3,213	(.0571)
93,755	4.5812	95,500	4.7702	(1,745)	(.1890)	NET SALES	530,332	4.5639	442,359	4.6079	87,973	(.0440)
79,947	3.9065	78,208	3.9065	1,739	-	COST OF GOODS SOLD(BUDGET)	453,939	3.9065	375,023	3.9065	78,916	-
13,808	.6747	17,292	.8637	(3,484)	(.1890)	GROSS PROFIT	76,393	.6574	67,336	.7014	9,057	(.0440)
						SELLING EXPENSE						
685	.0335	685	.0342	-	(.0007)	SALESMEN'S SALARIES	4,136	.0356	4,110	.0428	26	(.0072)
389	.0190	511	.0255	(122)	(.0065)	SALESMEN'S EXPENSES	2,469	.0212	3,070	.0320	(601)	(.0108)
4,519	.2208	5,101	.2548	(582)	(.0340)	COMMISSIONS TO BROKERS	27,594	.2374	24,461	.2548	3,133	(.0174)
2,174	.1062	7,904	.3948	(5,730)	(.2886)	ADVERTISING- MEDIA	20,640	.1776	78,520	.8179	(57,880)	(.6403)
564	.0276	-	-	564	.0276	ADVERTISING- COUPONS	18,448	.1587	-	-	18,448	.1587
1,524	.0745	917	.0458	607	.0287	ADVERTISING- COOPERATIVE	11,573	.0996	4,396	.0458	7,177	.0538
6	.0003	-	-	6	.0003	IN-STORE COUPONS	395	.0034	1,150	.0120	(755)	(.0086)
686	.0335	610	.0305	76	.0030	MARKET RESEARCH	3,682	.0317	3,001	.0313	681	.0004
204	.0100	-	-	204	.0100	STORE DEMONSTRATIONS	5,131	.0442	5,234	.0545	(103)	(.0103)
699	.0341	697	.0348	2	(.0007)	SALES ADMINISTRATION	4,577	.0394	3,341	.0348	1,236	.0046
656	.0320	75	.0038	581	.0282	MISC. SELLING EXPENSE	1,517	.0131	450	.0047	1,067	.0084
26	.0013	-	-	26	.0013	CONVENTIONS AND EXHIBITS	218	.0019	-	-	218	.0019
1,518	.0742	2,102	.1050	(584)	(.0308)	WAREHOUSE EXPENSE	11,514	.0991	10,080	.1050	1,434	(.0059)
84	.0041	400	.0200	(316)	(.0159)	SAMPLES	2,485	.0214	1,920	0200	565	.0014
13,734	.6711	19,002	.9492	(5,268)	(.2781)	TOTAL SELLING EXPENSE	114,379	.9843	139,733	1.4556	(25,354)	(.4713)
5,946	.2905	5,238	.2616	708	.0289	GENERAL & ADMINISTRATIVE EXPENSE	31,174	.2683	25,753	.2682	5,421	.0001
19,680	.9616	24,240	1.2108	(4,560)	(.2492)	TOTAL SELLING AND G. & A.	145,553	1.2526	165,486	1.7238	(19,933)	(.4712)
$(5,872)	$(.2869)	$ (6,948)	$(.3471)	$(1,076)	$(.0602)	PRE-TAX PROFIT OR (LOSS)	$(69,160)	$(.5952)	$(98,150)	$(1.0224)	$(28,990)	$(.4272)

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STATEMENT OF PROFIT OR LOSS ON FRUIT PIE LES - JULY 1958 — TOTAL SALES DIVISION — Page. 3

MONTH Actual Dollars	MONTH Actual Per Dz.	MONTH Budget Dollars	MONTH Budget Per Dz.	MONTH Over(Under)Budget Dollars	MONTH Over(Under)Budget Per Dz.	% of Net Sales		YEAR TO DATE Actual Dollars	YEAR TO DATE Actual Per Dz.	YEAR TO DATE Budget Dollars	YEAR TO DATE Budget Per Dz.	YEAR TO DATE Over(Under)Budget Dollars	YEAR TO DATE Over(Under)Budget Per Dz.
68,866 Dz.		75,890 Dz.		(7,024) Dz.			Dozens	630,005 Dz.		649,638 Dz.		(19,633) Dz.	
$348,263	$5.06	$386,942	$5.10	$(38,679)	$(.04)	115.8%	Gross Sales	$3,210,197	$5.09½	$3,304,938	$5.09	$(94,741)	$.00½
							Deductions from Sales						
34,775	.50½	31,643	.41½	3,132	.09	11.6	Freight on Sales	260,312	.41½	258,192	.39½	2,120	.02
1,326	.02	379	.00½	947	.01½	.4	Spoils & Declines	8,671	.01½	3,245	.01	5,426	.00½
11,426	.16½	-	-	11,426	.16½	3.8	Promotions	54,003	.08½	-	-	54,003	.08½
47,527	.69	32,022	.42	15,505	.27	15.8	Total Deductions	322,986	.51½	261,437	.40½	61,549	.11
300,736	4.37	354,920	4.68	(54,184)	(.31)	100.0	Net Sales	2,887,211	4.58	3,043,501	4.68½	(156,290)	(.10½)
264,376	3.84	292,666	3.85½	(28,290)	(.01½)	87.9	Cost of Goods Sold (Budget)	2,426,290	3.85	2,482,930	3.82	(56,640)	.03
36,360	.53	62,254	.82½	(25,894)	(.29½)	12.1	Gross Profit	460,921	.73	560,571	.86½	(99,650)	(.13½)
							Selling Expenses						
4,252	.06	4,790	.06½	(538)	(.00½)	1.4	Salesmen's Salaries	30,627	.05	32,607	.05	(1,980)	.00
2,294	.03½	3,874	.05	(1,580)	(.01½)	.8	Salesmen's Expenses	20,001	.03	27,114	.04	(7,113)	(.01)
16,706	.24	18,973	.25	(2,267)	(.01)	5.5	Commission to Brokers	154,804	.24½	164,876	.25½	(10,072)	(.01)
10,108	.14½	23,773	.31½	(13,665)	(.17)	3.4	Advertising - Media	257,878	.41	310,853	.48	(52,975)	(.07)
9,134	.13½	-	-	9,134	.13½	3.0	Advertising - Coupons	100,813	.16	-	-	100,813	.16
3,967	.06	3,476	.04½	491	.01½	1.3	Advertising - Coop.	44,220	.07	29,752	.04½	14,468	.02½
415	.00½	-	-	415	.00½	.1	In-Store Coupons	15,326	.02½	7,001	.01	8,325	.01½
3,760	.05½	3,000	.04	760	.01½	1.3	Market Research	24,435	.04	21,008	.03	3,427	.01
1,362	.02	-	-	1,362	.02	.5	Store Demonstrations	45,705	.07½	30,866	.05	14,839	.02½
3,535	.05	2,987	.04	548	.01	1.2	Sales Administrations	29,204	.04½	22,955	.03½	6,249	.01
20	.00	733	.01	(713)	(.01)	0	Misc. Selling Exp.	6,060	.01	5,131	.01	929	.00
(15)	(.00)	-	-	(15)	(.00)	0	Conventions & Exhibits	1,317	.00	-	-	1,317	.00
6,157	.09	9,380	.12½	(3,223)	(.03½)	2.0	Warehouse Expense	83,381	.13	72,052	.11	11,329	.02
757	.01	1,718	.02	(961)	(.01)	.2	Samples	12,471	.02	13,195	.02	(724)	.00
62,452	.90½	72,704	.96	(10,252)	(.05½)	20.7	Total Selling Exp.	826,242	1.31	737,410	1.13½	88,832	.17½
23,701	.34½	25,767	.34	(2,066)	.00½	7.9	General & Admin. Exp.	176,014	.28	180,369	.28	(4,355)	.00
86,153	1.25	98,471	1.30	(12,318)	(.05)	28.6	Total Selling & G.&A.	1,002,256	1.59	917,779	1.41½	84,477	.17½
$(49,793)	$(.72)	$(36,217)	$(.47½)	$ 13,576	$ .24½	(16.5)%	Pre-Tax Profit or (Loss)	$(541,335)	$(.86)	$ (357,208)	$(.55)	$ 184,127	$.31

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - JU 1958 — SALE LAKE CITY SALES DIVISION — Page 3-7

MONTH Actual Dollars	MONTH Actual Per Doz.	MONTH Budget Dollars	MONTH Budget Per Doz.	MONTH Over(Under)Budget Dollars	MONTH Over(Under)Budget Per Doz.		YEAR TO DATE Actual Dollars	YEAR TO DATE Actual Per Doz.	YEAR TO DATE Budget Dollars	YEAR TO DATE Budget Per Doz.	YEAR TO DATE Over(Under)Budget Dollars	YEAR TO DATE Over(Under)Budget Per Doz.
6,459	Doz.	6,109	Doz.	359	Doz.	Dozens	43,744	Doz.	33,980	Doz.	9,764	Doz.
$31,599	$4.89	$31,385	$5.14½	$ 214	$(.25½)	Gross Sales	$224,074	$5.12	$173,439	$5.10½	$50,635	$.01½
						Deductions from Sales						
4,523	.70	3,843	.63	680	.07	Freight on Sales	21,531	.49	6,343	.18½	15,188	.30½
114	.01½	30	.00½	84	.01	Spoils and Declines	578	.01½	169	.00½	409	.01
-	-	-	-	-	-	Promotions	1,165	.02½	-	-	1,165	.02½
4,637	.71½	3,873	.63½	764	.08	Total Deductions	23,274	.53	6,512	.19	16,762	.34
26,962	4.17½	27,512	4.51	(550)	(.33½)	Net Sales	200,800	4.59	166,927	4.91½	33,873	(.32½)
24,609	3.81	23,241	3.81	1,368	-	Cost of Goods Sold (Budget)	170,264	3.89	132,154	3.89	38,110	.00
2,353	.36½	4,271	.70	(1,918)	(.33½)	Gross Profit	30,536	.70	34,773	1.02½	(4,237)	(.32½)
						Selling Expenses						
-	-	720	.12	(720)	(.12)	Salesmen's Salaries	2,711	.06	4,830	.14½	(2,119)	(.08½)
30	.00	345	.05½	(315)	(.05½)	Salesmen's Expenses	1,205	.02½	2,415	.07	(1,210)	(.04½)
1,422	.22	1,525	.25	(103)	(.03)	Commission to Brokers	10,506	.24	8,628	.25½	1,878	(.01½)
413	.06½	384	.06½	29	.00	Advertising - Media	12,658	.29	2,529	.07½	10,129	.21½
415	.06½	-	-	415	.06½	Advertising - Coupons	6,019	.14	-	-	6,019	.14
248	.04	279	.04½	(31)	(.00½)	Advertising - Cooperative	2,757	.06½	1,556	.04½	1,201	.02
9	.00	-	-	9	.00	In Store Coupons	710	.01½	410	.01	300	.00½
279	.04½	161	.02½	118	.02	Market Research	1,893	.04½	1,033	.03	860	.01½
675	.10½	-	-	575	.10½	Store Demonstrations	2,653	.06	1,520	.04½	1,133	.01½
263	.04	160	.02½	103	.01½	Sales Administration	2,266	.05	1,131	.03½	1,135	.01½
1	.00	75	.01	(74)	(.01)	Misc. Selling Expense	554	.01½	525	.01½	29	.00
(1)	.00	-	-	(1)	.00	Convention and Exhibits	119	.00½	-	-	119	.00½
221	.03½	482	.08	(261)	(.04½)	Warehouse Expense	3,960	.09	3,409	.10	551	(.01)
24	.00½	92	.01½	(68)	(.01)	Samples	1,149	.02½	650	.02	499	.00½
3,999	.62	4,223	.69	(224)	(.07)	Total Selling Expense	49,160	1.12½	28,636	.84½	20,524	.28
1,756	.27	2,072	.34	(316)	(.07)	General and Administrative Expense	15,963	.36½	9,569	.28	6,394	.08½
5,755	.89	6,295	1.03	(540)	(.14)	Total Selling and G. & A.	65,123	1.49	38,205	1.12½	26,918	.36½
$(3,402)	$(.52½)	$(2,024)	$(.33)	$1,378	$ .19½	Pre-Tax Profit or (Loss)	$(34,587)	$(.79)	$(3,432)	$(.10)	$31,155	$.69

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STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - JU 1958 — SAN FRANCISCO SALES DIVISION — Page 3-8

MONTH Actual Dollars	MONTH Actual Per Doz.	MONTH Budget Dollars	MONTH Budget Per Doz.	MONTH Over(Under)Budget Dollars	MONTH Over(Under)Budget Per Doz.		YEAR TO DATE Actual Dollars	YEAR TO DATE Actual Per Doz.	YEAR TO DATE Budget Dollars	YEAR TO DATE Budget Per Doz.	YEAR TO DATE Over(Under)Budget Dollars	YEAR TO DATE Over(Under)Budget Per Doz.
12,013	Doz.	15,780	Doz.	(3,767)	Doz.	Dozens	128,214	Doz.	111,780	Doz.	16,434	Doz.
$58,805	$4.89½	$ 77,559	$4.91½	$(18,754)	$(.02)	Gross Sales	$639,131	$4.98½	$ 566,699	$5.07	$ 72,432	$ .08½
						Deductions from Sales						
2,339	.19½	5,207	.33	(2,868)	$(.13½)	Freight on Sales	32,239	.25	51,508	.46	(19,269)	(.21)
114	.01	79	.00½	35	.00½	Spoils and Declines	1,480	.01	559	.00½	921	.00½
3,454	.28½	-	-	3,454	.28½	Promotions	22,182	.18	-	-	22,182	.18
5,907	.49	5,286	.33½	621	.15½	Total Deductions	55,901	.44	52,067	.46½	3,834	(.02½)
52,898	4.40½	72,273	4.58	(19,375)	(.17½)	Net Sales	583,230	4.54½	514,632	4.60½	68,598	(.06)
45,770	3.81	60,122	3.81	(14,352)	-	Cost of Goods Sold (Budget)	499,709	3.89½	435,145	3.89½	64,564	.00
7,128	.59½	12,151	.77	(5,023)	(.17½)	Gross Profit	83,521	.65	79,487	.71	4,034	(.06)
						Selling Expenses						
685	.05½	685	4.04½	-	.01	Salesmen's Salaries	4,821	.04	4,795	.04½	26	(.00½)
300	.02½	512	.03	(212)	(.00)	Salesmen's Expenses	2,769	.02	3,582	.03	(813)	(.01)
2,646	.22	3,945	.25	(1,299)	(.03)	Commission to Brokers	30,240	.23½	28,406	.25½	1,834	(.02)
255	.02	7,904	.50	(7,649)	(.48)	Advertising - Media	20,895	.17	86,424	.77½	(65,529)	(.60½)
131	.01	-	-	131	.01	Advertising - Coupons	18,579	.14½	-	-	18,579	.14½
1,119	.09½	723	.04½	396	.05	Advertising - Cooperative	12,692	.10	5,119	.04½	7,573	.05½
1	.00	-	-	1	.00	In-Store Coupons	396	.00½	1,150	.01	(754)	(.00½)
773	.06½	551	.03½	222	.03	Market Research	4,455	.03½	3,552	.03	903	.00½
85	.01	-	-	85	.01	Store Demonstrations	5,216	.04	5,234	.04½	(18)	(.00½)
728	.06	549	.03½	179	.02½	Sales Administration	5,305	.04	3,890	.03½	1,415	(.00½)
7	.00	75	.00½	(68)	(.00½)	Misc. Selling Expense	1,524	.01	525	.00½	999	.00½
(3)	.00	-	-	(3)	.00	Conventions and Exhibits	215	.00	-	-	215	.00
295	.02½	1,657	.10½	(1,362)	(.08)	Warehouse Expense	11,809	.09	11,737	.10½	72	(.01½)
321	.02½	316	.02	5	.00½	Samples	2,806	.02	2,236	.02	570	.00
7,343	.61	16,917	1.07	(9,574)	(.46)	Total Selling Expense	121,722	.95	156,650	1.40	(34,928)	(.45)
4,862	.41	5,357	.34	(495)	.07	General and Administrative Expense	36,301	.28	31,110	.28	5,191	.00
12,205	1.02	22,274	1.41	(10,069)	(.39)	Total Selling and G. & A.	158,023	1.23	187,760	1.68	(29,737)	(.45)
$(5,077)	$(.42½)	$(10,123)	$(.64)	$(5,046)	$(.21½)	Pre-Tax Profit or (Loss)	$(74,502)	$(.58)	$(108,273)	$(.97)	$(33,771)	$(.39)

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STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - AUGUST 58

TOTAL SALES DIVISION

Page 3

MONTH								YEAR TO DATE						
Actual		Budget		Over(Under)Budget		% of		Actual		Budget		Over(Under)Budget		
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.	Net Sales		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.	
63,813	Doz.	89,095		(25,282)	Doz.		Dozens	693,382	Doz.	735,633	Doz.	(42,251)	Doz.	
$323,654	$ 5.07	$454,372	$ 5.10	$(131,018)	$(.03)	115.5%	Gross sales	$3,531,852	$5.09½	$3,759,610	$5.11	$(227,758)	$(.01½)	
							Deductions from sales							
34,461	.54	34,523	.38½	(62)	.15½	12.3	Freight on sales	294,773	.42½	292,715	.40	2,058	.02½	
1,163	.02	445	.00½	718	.01½	.4	Spoils & declines	9,834	.01½	3,690	.00½	6,144	.01	
7,930	.12	-	-	7,930	.12	2.8	Promotions	61,933	.09	-	-	61,933	.09	
43,554	.68	34,968	.39	8,586	.29	15.5	Total deductions	366,540	.53	296,405	.40½	70,135	.12½	
280,100	4.39	419,704	4.71	(139,604)	(.32)	100.0	Net sales	3,165,312	4.56½	3,463,205	4.70½	(297,893)	(.14)	
246,322	3.86	343,452	3.85½	(97,130)	.00½	87.9	Cost of goods sold(budget)	2,670,650	3.85	2,826,382	3.84	(155,732)	.01	
33,778	.53	76,252	.85½	(42,474)	(.32½)	12.1	Gross profit	494,662	.71½	636,823	.86½	(142,161)	(.15)	
							Selling expenses							
4,577	.07	4,790	.05½	(213)	.01½	1.6	Salesmen's salaries	35,204	.05	37,397	.05	(2,193)	.00	
3,043	.04½	3,874	.04½	(831)	.00	1.1	Salesmen's expenses	23,044	.03½	30,988	.04	(7,944)	(.00½)	
16,112	.25½	22,274	.25	(6,162)	.00½	5.8	Commissions to brokers	170,916	.24½	187,150	.25½	(16,234)	(.01)	
11,651	.18½	23,775	.26½	(12,124)	(.08)	4.2	Advertising - media	269,529	.39	334,628	.45½	(65,099)	(.06½)	
6,338	.10	-	-	6,338	.10	2.3	Advertising - coupons	107,151	.15½	-	-	107,151	.15½	
7,147	.11	4,080	.04½	3,067	.06½	2.5	Advertising - cooperative	51,367	.07½	33,832	.04½	17,535	.03	
80	.00	-	-	80	.00	.0	In-store coupons	15,406	.02	7,001	.01	8,405	.01	
3,137	.05	3,000	.03½	137	.01½	1.1	Market research	27,572	.04	24,008	.03½	3,564	.00½	
549	.01	-	-	549	.01	.2	Store demonstrations	46,254	.06½	30,866	.04	15,388	.02½	
4,165	.06½	3,543	.04	622	.02½	1.5	Sales administration	33,369	.05	26,498	.03½	6,871	.01½	
905	.01½	733	.01	172	.00½	.3	Misc. selling expense	6,965	.01	5,864	.01	1,101	.00	
-	-	-	-	-	-	-	Conventions & exhibits	1,317	.00	-	-	1,317	.00	
9,228	.14½	11,111	.12½	(1,883)	.02	3.3	Warehouse expense	92,609	.13½	83,163	.11½	9,446	.02	
1,858	.03	2,034	.02	(176)	.01	.7	Samples	14,329	.02	15,229	.02	(900)	.00	
68,790	1.08	79,214	.89	(10,424)	.19	24.6	Total selling expenses	895,032	1.29	816,624	1.11	78,408	.18	
30,346	.47½	25,767	.29	4,579	.18½	10.8	Gen. & Adms. expense	206,360	.30	206,136	.28	224	.02	
99,136	1.55½	104,981	1.18	(5,845)	.37½	35.4	Total selling & G&A exp.	1,101,392	1.59	1,022,760	1.39	78,632	.20	
$(65,358)	$(1.02½)	$(28,729)	$(.32½)	$ 36,629	$ .70	(23.3)%	Pre-tax profit or (loss)	$(606,730)	$(.87½)	$(385,937)	$(.52½)	$ 220,793	$ .35	

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - AUGUST 1958

SALT LAKE CITY SALES DIVISION - Page 3-7

MONTH							YEAR TO DATE					
Actual		Budget		Over (Under) Budget			Actual		Budget		Over (Under) Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
6,046 Doz.		6,560 Doz.		(514) Doz.		Dozens	49,790 Doz.		40,540 Doz.		9,250 Doz.	
$30,851	$5.10	$33,751	$5.14½	$(2,900)	$(.04½)	Gross sales	$254,925	$5.12	$207,190	$5.11	$47,735	$.01
						Deductions from sales						
5,236	.86½	3,936	.60	1,300	.26½	Freight on sales	26,767	.54	10,279	.25½	16,488	.28½
59	.01	33	.00½	26	.00½	Spoils and declines	637	.01	202	.00½	435	.00½
4	.00	-	-	4	.00	Promotions	1,169	.02½	-	-	1,169	.02½
5,299	.87½	3,969	.60½	1,330	.27	Total deductions	28,573	.57½	10,481	.26	18,092	.31½
25,552	4.22½	29,782	4.54	(4,230)	(.31½)	Net sales	226,352	4.54½	196,709	4.85	29,643	(.30½)
23,035	3.81	24,994	3.81	(1,959)	.00	Cost of goods sold (budget)	193,299	3.88	157,148	3.87½	36,151	.00½
2,517	.41½	4,788	.73	(2,2..)	(.31½)	Gross profit	33,053	.66½	39,561	.97½	(6,508)	(.31)
						Selling expenses						
775	.13	720	.11	55	.02	Salesmen's salaries	3,486	.07	5,550	.13½	(2,064)	(.06½)
480	.08	345	.05½	135	.02½	Salesmen's expenses	1,685	.03½	2,760	.07	(1,075)	(.03½)
1,543	.25½	1,640	.25	(97)	.00½	Commissions to brokers	12,049	.24	10,268	.25½	1,781	(.01½)
544	.09	385	.06	159	.03	Advertising - media	13,202	.26½	2,914	.07	10,288	.19½
479	.08	-	-	479	.08	Advertising - coupons	6,498	.13	-	-	6,498	.13
717	.12	300	.04½	417	.07½	Advertising - cooperative	3,474	.07	1,856	.04½	1,618	.02½
6	.00	-	-	6	.00	In-store coupons	716	.01½	410	.01	306	.00½
241	.04	146	.02	95	.02	Market research	2,134	.04½	1,179	.03	955	.01½
104	.01½	-	-	104	.01½	Store demonstrations	2,757	.05½	1,520	.04	1,237	.01½
319	.05	172	.02½	147	.02½	Sales administration	2,585	.05	1,303	.03	1,282	.02
37	.00½	75	.01	(38)	(.00½)	Miscellaneous selling expense	591	.01	600	.01½	(9)	(.00½)
-	-	-	-	-	-	Conventions and exhibits	119	.00	-	-	119	.00
417	.07	518	.08	(101)	(.01)	Warehouse expense	4,377	.09	3,927	.09½	450	(.00½)
52	.01	99	.01½	(47)	(.00½)	Samples	1,201	.02½	749	.02	452	.00½
5,714	.94½	4,400	.67	1,314	.27½	Total selling expenses	54,874	1.10	33,036	.81½	21,838	.28½
1,827	.30	1,896	.29	(69)	.01	General & administrative expense	17,790	.36	11,465	.28	6,325	.08
7,541	1.24½	6,296	.96	1,245	.28½	Total selling & G. & A. expenses	72,664	1.46	44,501	1.09½	28,163	.36½
$(5,024)	$(.83)	$(1,508)	$(.23)	$ 3,516	$ .60	Pre-tax profit or (loss)	$(39,611)	$(.79½)	$(4,940)	$(.12)	$34,671	$.67½

1874

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - AUG. of 1958

SAN FRANCISCO SALES DIVISION

MONTH							YEAR TO DATE					
Actual		Budget		Over(Under) Budget			Actual		Budget		Over(Under) Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
12,696	Doz.	16,950	Doz.	(4,254)	Doz.	Dozens	140,910	Doz.	128,730	Doz.	12,180	Doz.
$ 61,843	$4.87	$83,309	$4.91½	$(21,466)	$(.04½)	Gross sales	$700,974	$4.97½	$ 650,008	$5.05	$ 50,966	$(.07½)
						Deductions from sales						
5,136	.40½	5,085	.30	51	.10½	Freight on sales	37,375	.26½	56,593	.44	(19,218)	(.17½)
273	.02	85	.00½	188	.01½	Spoils and declines,	1,753	.01	644	.00½	1,109	.00½
1,501	.12	-	-	1,501	.12	Promotions	23,683	.17	-	-	23,683	.17
6,910	.54½	5,170	.30½	1,740	.24	Total deductions	62,811	.44½	57,237	.44½	5,574	.00
54,933	4.32½	78,139	4.61	(23,206)	(.28½)	Net sales	638,163	4.53	592,771	4.60½	45,392	(.07½)
48,372	3.81	64,580	3.81	(16,208)	.00	Cost of goods sold (budget)	548,081	3.89	499,725	3.88½	48,356	.00½
6,561	.51½	13,559	.80	(6,998)	(.28½)	Gross profit	90,082	.64	93,046	.72	(2,964)	(.08)
						Selling expenses						
544	.04½	685	.04	(141)	.00½	Salesmen's salaries	5,365	.04	5,480	.04	(115)	.00
184	.01½	512	.03	(328)	(.01½)	Salesmen's expenses	2,953	.02	4,094	.03	(1,141)	(.01)
3,092	.24½	4,238	.25	(1,146)	(.00½)	Commissions to brokers	33,332	.23½	32,644	.25½	688	(.02)
898	.07	7,904	.46½	(7,006)	(.39½)	Advertising - media	21,793	.15½	94,328	.73½	(72,535)	(.58)
925	.07½	-	-	925	.07½	Advertising - coupons	19,504	.14	-	-	19,504	.14
3,866	.30½	776	.04½	3,090	.26	Advertising - cooperative	16,558	.12	5,895	.04½	10,663	.07½
41	.00½	-	-	41	.00½	In-store coupons	437	.00	1,150	.01	(713)	(.01)
638	.05	500	.03	138	.02	Market research	5,093	.03½	4,052	.03	1,041	.00½
321	.02½	-	-	321	.02½	Store demonstrations	5,537	.04	5,234	.04	303	.00
847	.06½	590	.03½	257	.03	Sales administration	6,152	.04½	4,480	.03½	1,672	.01
764	.06	75	.00½	689	.05½	Miscellaneous selling expense	2,288	.01½	600	.00½	1,688	.01
-	-	-	-	-	-	Conventions and exhibits	215	.00	-	-	215	.00
1,932	.15	1,780	.10½	152	.04½	Warehouse expense	13,741	.10	13,517	.10½	224	(.00½)
95	.00½	339	.02	(244)	(.01½)	Samples	2,901	.02	2,575	.02	326	.00
14,147	1.11½	17,399	1.02½	(3,252)	.09	Total selling expenses	135,869	.96½	174,049	1.35	(38,180)	(.38½)
4,844	.38	4,900	.29	(56)	.09	General & administrative expense	41,145	.29	36,010	.28	5,135	.01
18,991	1.49½	22,299	1.31½	(3,308)	.18	Total selling & G & A expenses	177,014	1.25½	210,059	1.63	(33,045)	(.37½)
$(12,430)	$(.98)	$(8,740)	$(.51½)	$ 3,690	$ .46½	Pre-tax profit or (loss)	$(86,932)	$(.61½)	$(117,013)	$(.91)	$(30,081)	$(.29½)

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - SEPTEMBER 958

TOTAL SALES DIVISION

MONTH								YEAR TO DATE						
Actual		Budget		Over (Under) Budget		% of		Actual		Budget		Over (Under) Budget		
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.	Net Sales		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.	
110,258	Doz.	123,135	Doz.	(12,877)	Doz.		Dozens	803,640	Doz.	858,768	Doz.	(55,128)	Doz.	
$562,748	$5.10½	$618,877	$5.02½	$(56,129)	$ .08	110.7%	Gross sales	$4,094,600	$5.09½	$4,378,487	$5.10	$(283,887)	$(.00½)	
							Deductions from sales							
34,014	.30½	46,530	.38	(12,516)	(.07½)	6.7	Freight on sales	328,787	.41	339,245	.39½	(10,458)	.01½	
979	.01	616	.00½	363	.00½	.2	-Spoils & declines	10,813	.01½	4,306	.00½	6,507	.01	
19,616	.18	-	-	19,616	.18	3.8	Promotions	81,549	.10	-	-	81,549	.10	
54,609	.49½	47,146	.38½	7,463	.11	10.7	Total deductions	421,149	.52½	343,551	.40	77,598	.12½	
508,139	4.61	571,731	4.64	(63,592)	(.03)	100.0	Net sales	3,673,451	4.57	4,034,936	4.70	(361,485)	(.13)	
423,988	3.84½	472,202	3.83½	(48,215)	.01	83.4	Cost of goods sold(budget)	3,094,638	3.85	3,298,585	3.84	(203,947)	.01	
84,151	.76½	99,528	.80½	(15,377)	(.04)	16.6	Gross profit	578,813	.72	736,351	.86	(157,538)	(.14)	
							Selling expenses							
4,893	.04½	4,790	.04	103	.00½	.9	Salesmen's salaries	40,097	.05	42,187	.05	(2,090)	-	
3,420	.03	3,873	.03	(453)	-	.7	Salesmen's expenses	26,464	.03½	34,862	.04	(8,398)	(.00½)	
27,455	.25½	30,784	.25	(3,329)	.00½	5.4	Commissions to brokers	198,371	.24½	217,934	.25½	(19,563)	(.01)	
38,989	.35½	97,252	.79	(58,263)	(.43½)	7.7	Advertising - media	308,518	.38½	431,880	.50½	(123,362)	(.12)	
777	.00½	-	-	777	.00½	.2	Advertising - coupons	107,928	.13½	-	-	107,928	.13½	
8,211	.07½	5,640	.04½	2,571	.03	1.6	Advertising - cooperative	59,578	.07½	39,472	.04½	20,106	.03	
97	-	-	-	97	-	-	In-store coupons	15,503	.02	7,001	.01	8,502	.01	
3,725	.03½	3,000	.02½	725	.01	.7	Market research	31,297	.04	27,008	.03	4,289	.01	
1,085	.01	3,756	.03	(2,671)	(.02)	.2	Store demonstrations	47,339	.06	34,622	.04	12,717	.02	
4,411	.04	4,972	.04	(561)	-	.9	Sales administration	37,780	.04½	31,470	.03½	6,310	.01	
336	.00	733	.00½	(397)	(.00½)	.1	Misc. selling expense	7,301	.01	6,597	.01	704	-	
40	-	-	-	40	-	-	Conventions & exhibits	1,357	-	-	-	1,357	-	
12,240	.11	15,522	.12½	(3,282)	(.01½)	2.4	Warehouse expense	104,849	.13	98,685	.11½	6,164	.01½	
1,873	.01½	2,857	.02	(984)	(.00½)	.4	Samples	16,202	.02	18,086	.02	(1,884)	-	
107,552	.97½	173,179	1.40	(65,627)	(.42½)	21.2	Total selling expenses	1,002,584	1.25	989,804	1.15½	12,780	.09½	
26,083	.23½	25,767	.21	316	.02½	5.1	Gen. & Adm. expense	232,443	.29	231,903	.27	540	.02	
133,635	1.21	198,946	1.61	(65,311)	(.40)	26.3	Total selling & G&A exp.	1,235,027	1.54	1,221,707	1.42½	13,320	.11½	
$(49,484)	$(.44½)	$(99,418)	$(.80½)	$(49,934)	$(.36)	(9.7)%	Pre-tax profit or (loss)	$(656,214)	$(.82)	$(485,356)	$(.56½)	$ 170,858	$ .25½	

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - SEPTEMBER 1950

SALT LAKE CITY SALES DIVISION

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MONTH							YEAR TO DATE					
Actual		Budget		Over(Under)Budget			Actual		Budget		Over(Under)Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
6,105	Doz.	10,560	Doz.	(4,455)	Doz.	Dozens	55,895	Doz.	51,100	Doz.	4,795	Doz.
30,859	$5.05½	$53,750	$5.09	$(22,891)	$(.03½)	Gross sales	$285,784	$5.11½	$260,940	$5.10½	$24,844	$ .01
						Deductions from sales						
3,035	.49½	6,230	.59	(3,195)	(.09½)	Freight on sales	29,802	.53½	16,509	.32½	13,293	.21
-	-	53	.00½	(53)	(.00½)	Spoils and declines	637	.01	255	.00½	382	.00½
-	-	-	-	-	-	Promotions	1,169	.02	-	-	1,169	.02
3,035	.49½	6,283	.59½	(3,248)	(.10)	Total deductions	31,608	.56½	16,764	.33	14,844	.23½
27,824	4.56	47,467	4.49½	(19,643)	.06½	Net sales	254,176	4.55	244,176	4.77½	10,000	(.22½)
23,199	3.80	40,128	3.80	(16,929)	-	Cost of goods sold (budget)	216,498	3.87½	197,276	3.86	19,222	.01½
4,625	.76	7,339	.69½	(2,714)	.06½	Gross profit	37,678	.67½	46,900	.91½	(9,222)	(.24)
						Selling expenses						
285	.04½	720	.07	(435)	(.02½)	Salesmen's salaries	3,771	.06½	6,270	.12½	(2,499)	(.06)
347	.05½	345	.03½	2	.02	Salesmen's expenses	2,032	.03½	3,105	.06	(1,073)	(.02½)
1,543	.25	2,640	.25	(1,097)	-	Commissions to brokers	13,592	.24½	12,908	.25½	684	(.01)
2,633	.43	3,762	.35½	(1,129)	.07½	Advertising - media	15,835	.28½	6,676	.13	9,159	.15½
21	.00½	-	-	21	.00½	Advertising - coupons	6,519	.11½	-	-	6,519	.11½
419	.07	484	.04½	(65)	.02½	Advertising - cooperative	3,893	.07	2,340	.04½	1,553	.02½
1	-	-	-	1	-	In-store coupons	717	.01½	410	.01	307	.00½
295	.05	166	.01½	129	.03½	Market research	2,429	.04½	1,345	.02½	1,084	.02
(19)	(.00½)	209	.02	(228)	(.02½)	Store demonstrations	2,738	.05	1,729	.03½	1,009	.01½
415	.07	276	.02½	139	.04½	Sales administration -	3,000	.05½	1,579	.03	1,421	.02½
26	.00½	75	.00½	(49)	-	Miscellaneous selling expense	617	.01	675	.01½	(58)	(.00½)
-	-	-	-	-	-	Conventions and exhibits	119	-	-	-	119	-
84	.01½	832	.08	(748)	(.06½)	Warehouse expense	4,461	.08	4,759	.09½	(298)	(.01½)
-	-	158	.01½	(158)	(.01½)	Samples	1,201	.02	907	.02	294	-
6,050	.99	9,667	.91½	(3,617)	.07½	Total selling expenses	60,924	1.09	42,703	.84½	18,221	.24½
2,449	.40	2,211	.21	238	.19	General and administrative expense	20,239	.36	13,676	.26½	6,563	.09½
8,499	1.39	11,878	1.12½	(3,379	.26½	Total selling and G & A expenses	81,163	1.45	56,379	1.11	24,784	.34
$(3,874)	$(.63)	$(4,539)	$(.43)	$(665)	$(.20)	Pre-tax profit or (loss)	$(43,485)	$(.77½)	$(9,479)	$(.19½)	$34,006	$(.58)

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - SEPTEMBER 1958

SAN FRANCISCO SALES DIVISION

Page 3-8

MONTH							YEAR TO DATE					
Actual		Budget		Over (Under) Budget			Actual		Budget		Over (Under) Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
16,277	Doz.	24,215	Doz.	(7,938)	Doz.	Dozens	157,187	Doz.	152,945	Doz.	4,242	Doz.
79,671	$4.89½	$116,837	$ 4.82½	$(37,166)	$ .07	Gross sales	$780,645	$4.96½	$ 766,845	$5.01½	$ 13,800	$(.05)
						Deductions from sales						
3,923	.24	7,022	.29	(3,099)	(.05)	Freight on sales	41,298	.26	63,615	.41½	(22,317)	(.15½)
257	.01½	121	.00½	136	.01	Spoils and declines	2,010	.01½	765	.00½	1,245	.01
1,432	.09	-	-	1,432	.09	Promotions	25,115	.16	-	-	25,115	.16
5,612	.34½	7,143	.29½	(1,531)	.05	Total deductions	68,423	.43½	64,380	.42	4,043	.01½
74,059	4.55	109,694	4.53	(35,635)	.02	Net sales	712,222	4.53	702,465	4.59½	9,757	(.06½)
61,855	3.80	92,017	3.80	(30,162)	-	Cost of goods sold (budget)	609,936	3.88	591,742	3.87	18,194	.01
12,204	.75	17,677	.73	(5,473)	.02	Gross profit	102,286	.65	110,723	.72½	(8,437)	(.07½)
						Selling expenses						
1,195	.07½	685	.03	510	.04½	Salesmen's salaries	6,560	.04	6,165	.04	395	-
542	.03½	511	.01½	31	.02	Salesmen's expenses	3,495	.02	4,605	.03	(1,110)	(.01)
4,091	.25	6,054	.25	(1,963)	-	Commissions to brokers	37,423	.24	38,698	.25½	(1,275)	(.01½)
4,182	.25	26,194	1.08	(22,012)	(.83)	Advertising - media	25,975	.16½	120,522	.79	(94,547)	(.62½)
53	.00½	-	-	53	.00½	Advertising - coupons	19,557	.12½	-	-	19,557	.12½
699	.04	1,109	.04½	(410)	(.00½)	Advertising - cooperative	17,257	.11	7,004	.04½	10,253	.06½
31	-	-	-	31	-	In-store coupons	468	.00½	1,150	.01	(682)	(.00½)
620	.04	550	.02½	70	.01½	Market research	5,713	.03½	4,602	.03	1,111	.00½
48	.00½	691	.03	(643)	(.02½)	Store demonstrations	5,585	.03½	5,925	.04	(340)	(.00½)
872	.05½	912	.04	(40)	.01½	Sales administration	7,024	.04½	5,392	.03½	1,632	.01
64	.00½	75	.00½	(11)	-	Miscellaneous selling expense	2,352	.01½	675	.00½	1,677	.01
-	-	-	-	-	-	Conventions and exhibits	215	-	-	-	215	-
218	.01½	2,752	.11½	(2,534)	(.10)	Warehouse expense	13,959	.09	16,269	.10½	(2,310)	(.01½)
6	-	524	.02	(518)	(.02)	Samples	2,907	.02	3,099	.02	(192)	-
12,621	.77½	40,057	1.65½	(27,436)	(.88)	Total selling expenses	148,490	.94½	214,106	1.40½	(65,616)	(.46)
5,143	.31½	5,066	.21	77	.10½	General and administrative expense	46,288	.29½	41,076	.27	5,212	.02½
17,764	1.09	45,123	1.86½	(27,359)	(.77½)	Total selling and G.& A expenses	194,778	1.24	255,182	1.67½	(60,404)	(.43½)
(5,560)	$(.34)	$(27,446)	$(1.13½)	$(21,886)	$(.79½)	Pre-tax profit or (loss)	$(92,492)	$(.59)	$(144,459)	$(.95)	$(51,967)	$(.36)

1878

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - OCTOBER 1958

TOTAL SALES DIVISION

MONTH								YEAR TO DATE						
Actual		Budget		Over(Under)Budget		Net Sales		Actual		Budget		Over(Under)Budget		
llars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.			Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.	
136,550	Doz.	160,525	Doz.	(23,975)	Doz.		Dozens	941,307	Doz.	1,025,493	Doz.	(81,086)	Doz.	
82,014	$4.99½	$786,558	$4.90½	$(104,544)	$ .09	113.8%	Gross sales	$4,776,614	$5.07½	$5,165,045	$5.03½	$(388,431)	$ .04	
							Deductions from sales							
52,285	.38	40,903	.25½	11,382	.12½	8.7	Freight on sales	381,072	.40½	380,148	.37	924	.03½	
3,960	.03	803	.00½	3,157	.02½	.7	Spoils & declines	14,773	.01½	5,109	.00½	9,664	.01	
26,611	.19½	-	-	26,611	.19½	4.4	Promotions	108,160	.11½	-	-	108,160	.11½	
82,856	.60½	41,706	.26	41,150	.34½	13.8	Total deductions	504,005	.53½	385,257	.37½	118,748	.16	
99,158	4.39	744,852	4.64½	(145,694)	(.25½)	100.0	Net sales	4,272,609	4.54	4,779,788	4.66	(507,179)	(.12)	
24,112	3.84	612,649	3.82	(88,537)	.02	87.5	Cost of goods sold(budget)	3,618,750	3.84½	3,911,234	3.81½	(292,484)	.03	
75,046	.55	132,203	.82½	(57,157)	(.27½)	12.5	Gross profit	653,859	.69½	868,554	.84½	(214,695)	(.15)	
							Selling expenses							
5,049	.03½	4,790	.03	259	.00½	.8	Salesmen's salaries	45,146	.05	46,977	.04½	(1,831)	.00½	
3,337	.02½	3,874	.02½	(537)	-	.6	Salesmen's expenses	29,801	.03	38,736	.04	(8,935)	(.01)	
33,142	.24½	40,131	.25	(6,989)	(.00½)	5.5	Commissions to brokers	231,513	.24½	258,065	.25	(26,552)	(.00½)	
34,809	.25½	62,700	.39	(27,891)	(.13½)	5.8	Advertising - media	343,327	.36½	494,580	.48½	(151,253)	(.12)	
6,143	.04½	-	-	6,143	.04½	1.0	Advertising - coupons	114,071	.12	-	-	114,071	.12	
6,820	.05	7,352	.04½	(532)	.00½	1.1	Advertising - cooperative	63,848	.07	46,824	.04½	17,024	.02½	
11	-	-	-	11	-	-	In-store coupons	15,514	.01½	7,001	.00½	8,513	.01	
3,549	.02½	3,000	.02	549	.00½	.6	Market research	34,846	.03½	30,008	.03	4,838	.00½	
894	.00½	9,479	.06	(8,585)	(.05½)	.1	Store demonstrations	48,233	.05	44,101	.04½	4,132	.00½	
3,798	.03	6,344	.04	(2,546)	(.01)	.6	Sales administration	41,578	.04½	37,814	.03½	3,764	.01	
977	.00½	733	.00½	244	-	.2	Miscellaneous selling exp.	8,278	.01	7,330	.01	948	-	
380	.00½	-	-	380	.00½	.1	Conventions & exhibits	1,737	.00½	-	-	1,737	.00½	
12,883	.09½	19,818	.12½	(6,935)	(.03)	2.2	Warehouse expense	117,732	.12½	118,503	.11½	(771)	.01	
2,248	.01½	3,646	.02	(1,398)	(.00½)	.4	Samples	18,450	.02	21,732	.02	(3,282)	-	
14,060	.83½	161,867	1.01	(47,827)	(.17½)	19.0	Total selling expenses	1,114,074	1.18½	1,151,671	1.12½	(37,597)	.06	
4,531	.18	25,767	.16	(1,236)	.02	4.1	General & administrative exp.	256,974	.27	257,670	.25	(696)	.02	
18,591	1.01½	187,634	1.17	(49,063)	(.15½)	23.1	Total selling & G&A exp.	1,371,048	1.45½	1,409,341	1.37½	(38,293)	.08	
(3,525)	$(.46½)	$(55,431)	$(.34½)	$ 8,094	$ .12	(10.6)%	Pre-tax profit or (loss)	$(717,189)	$(.76)	$(540,787)	$(.53)	$ 176,402	$ .23	

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - OCTOBER, 1958

SALT LAKE CITY SALES DIVISION

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MONTH							YEAR TO DATE					
Actual		Budget		Over (Under) Budget			Actual		Budget		Over (Under) Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
13,742	Dos.	11,970	Doz.	1,772	Doz.	Dozens	69,637	Doz.	63,070	Doz.	6,567	Doz.
69,033	$5.02½	$59,371	$4.96	$ 9,662	$.06½	Gross sales	$354,817	$5.09½	$320,311	$5.08	$34,506	$.01½
						Deductions from sales						
12,184	.88½	5,626	.47	6,558	.41½	Freight on sales	41,986	.60½	22,135	.35	19,851	.25½
46	.00½	60	.00½	(14)	-	Spoils & declines	683	.01	315	.00½	368	.00½
653	.05	-	-	653	.05	Promotions	1,822	.02½	-	-	1,822	.02½
12,883	.94	5,686	.47½	7,197	.46½	Total deductions	44,491	.64	22,450	.35½	22,041	.28½
56,150	4.08½	53,685	4.48½	2,465	(.40)	Net sales	310,326	4.45½	297,861	4.72½	12,465	(.27)
52,220	3.80	45,486	3.80	6,734	-	Cost of goods sold (budget)	268,718	3.86	242,762	3.85	25,956	.01
3,930	.28½	8,199	.68½	(4,269)	(.40)	Gross profit	41,608	.59½	55,099	.87½	(13,491)	(.28)
						Selling expenses						
285	.02	720	.06	(435)	(.04)	Salesmen's salaries	4,056	.06	6,990	.11	(2,934)	(.05)
-	-	345	.03	(345)	(.03)	Salesmen's expenses	2,032	.03	3,450	.05½	(1,418)	(.02½)
3,452	.25	2,993	.25	459	-	Commissions to brokers	17,044	.24½	15,901	.25	1,143	(.00½)
1,026	.07½	2,345	.19½	(1,319)	(.12)	Advertising - media	16,861	.24	9,021	.14½	7,840	.09½
895	.06½	-	-	895	.06½	Advertising - coupons	7,414	.10½	-	-	7,414	.10½
690	.05	548	.04½	142	.00½	Advertising - cooperative	4,475	.06½	2,888	.04½	1,587	.02
2	-	-	-	2	-	In-store coupons	719	.01	410	.00½	309	.00½
196	.01½	148	.01½	48	-	Market research	2,625	.04	1,493	.02½	1,132	.01½
-	-	472	.04	(472)	(.04)	Store demonstrations	2,738	.04	2,201	.03½	537	.00½
209	.01½	314	.02½	(105)	(.01)	Sales administration	3,209	.04½	1,893	.03	1,316	.01½
50	.00½	75	.00½	(25)	-	Miscellaneous selling expense	667	.01	750	.01	(83)	-
3	-	-	-	3	-	Conventions & exhibits	122	-	-	-	122	-
509	.03½	947	.08	(438)	(.04½)	Warehouse expense	4,970	.07	5,706	.09	(736)	(.02)
99	.01	180	.01½	(81)	(.00½)	Samples	1,300	.02	1,087	.02	213	-
7,416	.54	9,087	.76	(1,671)	(.22)	Total selling expenses	68,232	.98	51,790	.82	16,442	.16
2,465	.18	1,922	.16	543	.02	General & administrative expense	22,704	.32½	15,598	.25	7,106	.07½
9,881	.72	11,009	.92	(1,128)	(.20)	Total selling & G & A expenses	90,936	1.30½	67,388	1.07	23,548	.23½
(571)	$(.43½)	$(2,810)	$(.23½)	$ 3,141	$.20	Pre-tax profit or (loss)	$(49,328)	$(.71)	$(12,289)	$(.19½)	$37,039	$.51½

1880

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - OCTOBER 1958

SAN FRANCISCO SALES DIVISION

MONTH							YEAR TO DATE					
Actual		Budget		Over (Under) Budget			Actual		Budget		Over (Under) Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
27,128	Doz.	32,845	Doz.	(5,717)	Doz.	Dozens	184,315	Doz.	185,790	Doz.	(1,475)	Doz.
$131,270	$4.84	$150,430	$4.58	$(19,160)	$ .26	Gross sales	$911,915	$4.95	$ 917,275	$4.93½	$(5,360)	$ .01½
						Deductions from sales						
4,603	.17	5,584	.17	(981)	-	Freight on sales	45,901	.25	69,199	.37	(23,298)	(.12)
508	.02	164	.00½	344	.01½	Spoils & declines	2,518	.01½	929	.00½	1,589	.01
4,397	.16	-	-	4,397	.16	Promotions	29,512	.16	-	-	29,512	.16
9,508	.35	5,748	.17½	3,760	.17½	Total deductions	77,931	.42½	70,128	.37½	7,803	.05
121,762	4.49	144,682	4.40½	(22,920)	.08½	Net sales	833,984	4.52½	847,147	4.56	(13,163)	(.03½)
103,086	3.80	124,811	3.80	(21,725)	-	Cost of goods sold (budget)	713,022	3.87	716,553	3.85½	(3,531)	.01½
18,676	.69	19,871	.60½	(1,195)	.08½	Gross profit	120,962	.65½	130,594	.70½	(9,632)	(.05)
						Selling expenses						
1,195	.04½	685	.02	510	.02½	Salesmen's salaries	7,755	.04	6,850	.03½	905	.00½
668	.02½	512	.01½	156	.01	Salesmen's expenses	4,163	.02½	5,117	.02½	(954)	-
6,563	.24	8,210	.25	(1,647)	(.01)	Commissions to brokers	43,986	.24	46,908	.25½	(2,922)	(.01½)
1,078	.04	14,290	.43½	(13,212)	(.39½)	Advertising - media	27,053	.14½	134,812	.72½	(107,759)	(.58)
482	.01½	-	-	482	.01½	Advertising - coupons	20,039	.11	-	-	20,039	.11
1,313	.05	1,504	.04½	(191)	.00½	Advertising - cooperative	18,689	.10	8,508	.04½	10,181	.05½
-	-	-	-	-	-	In-store coupons	468	.00½	1,150	.00½	(682)	-
521	.02	508	.01½	13	.00½	Market research	6,234	.03½	5,110	.03	1,124	.00½
441	.01½	1,614	.05	(1,173)	(.03½)	Store demonstrations	6,026	.03	7,539	.04	(1,513)	(.01)
558	.02	1,073	.03½	(515)	(.01½)	Sales administration	7,582	.04	6,465	.03½	1,117	.00½
144	.00½	75	-	69	.00½	Miscellaneous selling expense	2,496	.01½	750	.00½	1,746	.01
9	-	-	-	9	-	Conventions & exhibits	224	-	-	-	224	-
2,253	.08½	3,239	.10	(986)	(.01½)	Warehouse expense	16,212	.08½	19,508	.10½	(3,296)	(.02)
567	.02	617	.02	(50)	-	Samples	3,474	.02	3,716	.02	(242)	-
15,792	.58	32,327	.98½	(16,535)	(.40½)	Total selling expenses	164,401	.89	246,433	1.32½	(82,032)	(.43½)
1,869	.18	5,272	.16	(403)	.02	General & administrative expense	51,157	.28	46,348	.25	4,809	.03
17,661	.76	37,599	1.14½	(16,938)	(.38½)	Total selling & G & A expenses	215,558	1.17	292,781	1.57½	(77,223)	(.40½)
$(985)	$(.07)	$(17,728)	$(.54)	$(15,743)	$(.47)	Pre-tax profit or (loss)	$(94,596)	$(.51½)	$(162,187)	$(.87)	$(67,591)	$(.35½)

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - NOVEMBER 1958

TOTAL SALES DIVISION

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MONTH									YEAR TO DATE					
Actual		Budget		Over (Under) Budget		% of Net Sales		Actual		Budget		Over (Under) Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.			Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
159,319 Doz.		152,125 Doz.		7,194 Doz.			Dozens	1,100,626 Doz.		1,177,618 Doz.		(76,992) Doz.	
$781,386	$4.90½	$736,424	$4.84	$ 44,962	$ .06½	110.3	Gross sales	$5,558,000	$5.05	$5,901,469	$5.01	$(343,469)	$ .04
							Deductions from sales						
43,568	.27½	44,146	.29	(578)	(.01½)	6.1	Freight on sales	424,640	.38½	424,293	.36	347	.02½
3,942	.02½	761	.00½	3,181	.02	.6	Spoils & declines	18,715	.02	5,870	.00½	12,845	.01½
25,429	.16	-	-	25,429	.16	3.6	Promotions	133,589	.12	-	-	133,589	.12
72,939	.46	44,907	.29½	28,032	.16½	10.3	Total deductions	576,944	.52½	430,163	.36½	146,781	.16
708,447	4.44½	691,517	4.54½	16,930	(.10)	100.0	Net sales	4,981,056	4.52½	5,471,306	4.64½	(490,250)	(.12)
611,043	3.83½	579,799	3.81	31,244	.02½	86.3	Cost of goods sold (budget)	4,229,793	3.84½	4,491,033	3.81½	(261,240)	.03
97,404	.61	111,718	.73½	(14,314)	(.12½)	13.7	Gross profit	751,263	.68	980,273	.83	(229,010)	(.15)
							Selling expenses						
4,914	.03	4,790	.03	124	-	.7	Salesmen's salaries	50,060	.04½	51,767	.04½	(1,707)	-
2,906	.02	3,874	.02½	(968)	(.00½)	.4	Salesmen's expenses	32,707	.03	42,610	.03½	(9,903)	(.00½)
38,156	.24	38,031	.25	125	(.01)	5.4	Commissions to brokers	269,669	.24½	296,096	.25	(26,427)	(.00½)
27,003	.17	54,036	.36	(27,033)	(.19)	3.8	Advertising - media	370,330	.33½	548,616	.46½	(178,286)	(.13)
2,506	.01½	-	-	2,506	.01½	.4	Advertising - coupons	116,577	.10½	-	-	116,577	.10½
7,814	.05	6,967	.04½	847	.00½	1.1	Advertising - cooperative	86,662	.08	53,791	.04½	32,871	.03½
110	-	-	-	110	-	-	In-store coupons	15,624	.01½	7,001	.00½	8,623	.01
3,481	.02	3,000	.02	481	-	.5	Market research	38,327	.03½	33,008	.03	5,319	.00½
3,404	.02	9,212	.06	(5,808)	(.04)	.5	Store demonstrations	51,637	.04½	53,313	.04½	(1,676)	-
3,830	.02½	6,160	.04	(2,330)	(.01½)	.5	Sales administration	45,408	.04	43,974	.04	1,434	-
121	-	733	.00½	(612)	(.00½)	-	Misc. selling expense	8,399	.01	8,063	.00½	336	.00½
452	.00½	-	-	452	.00½	.1	Conventions & exhibits	2,189	-	-	-	2,189	-
17,153	.10½	19,198	.12½	(2,045)	(.02)	2.4	Warehouse expense	134,885	.12½	137,701	.12	(2,816)	.00½
752	.00½	3,539	.02½	(2,786)	(.02)	.1	Samples	19,203	.01½	25,271	.02	(6,068)	(.00½)
112,603	.70½	149,540	.98½	(36,937)	(.28)	15.9	Total selling exp.	1,241,677	1.12½	1,301,211	1.10½	(59,534)	.02
18,305	.11½	25,767	.17	(7,462)	(.05½)	2.5	Gen. & Adm. expense	275,279	.25	283,437	.24	(8,158)	.01
130,908	.82	175,307	1.15½	(44,399)	(.33½)	18.4	Total selling & G&A exp.	1,516,956	1.37½	1,584,648	1.34½	(67,692)	.03
$(33,504)	$(.21)	$(63,589)	$(.42)	$(30,085)	$(.21)	(4.7)%	Pre-tax profit or (loss)	$(765,693)	$(.69½)	$(604,375)	$(.51½)	$ 161,318	$ .18

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - NOVEMBER 58

SALT LAKE CITY SALES DIVISION

MONTH							YEAR TO DATE						
Actual		Budget		Over(Under)Budget			Actual		Budget		Over(Under)Budget		
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.	
10,112 Doz.		10,780 Doz.		(668) Doz.		Dozens	79,749 Doz.		73,850 Doz.		5,899 Doz.		
150,217	$4.96½	$53,199	$4.93½	$(2,982)	$ .03	Gross sales	$405,034	$5.07½	$373,510	$5.05½	$31,524	$ .02	
						Deductions from sales							
2,150	.21½	5,498	.51	(3,348)	(.29½)	Freight on sales	44,136	.55½	27,633	.37½	16,503	.18	
187	.02	54	.00½	133	.01½	Spoils & declines	870	.01	369	.00½	501	.00½	
388	.03½	-	-	388	.03½	Promotions	2,210	.02½	-	-	2,210	.02½	
2,725	.27	5,552	.51½	(2,827)	(.24½)	Total deductions	47,216	.59	28,002	.38	19,214	.21	
47,492	4.69½	47,647	4.42	(155)	.27½	Net sales	357,818	4.48½	345,508	4.67½	12,310	(.19)	
38,426	3.80	40,964	3.80	(2,538)	-	Cost of goods sold (budget)	307,144	3.85	283,726	3.84	23,418	.01	
9,066	.89½	6,683	.62	2,383	.27½	Gross profit	50,674	.63½	61,782	.83½	11,108	(.20)	
						Selling expenses							
-	-	720	.06½	(720)	(.06½)	Salesmen's salaries	4,056	.05	7,710	.10½	(3,654)	(.05½)	
-	-	345	.03½	(345)	(.03½)	Salesmen's expenses	2,032	.02½	3,795	.05	(1,763)	(.02½)	
2,533	.25	2,695	.25	(162)	-	Commissions to brokers	19,577	.24½	18,596	.25	981	(.00½)	
433	.04	2,419	.22½	(1,986)	(.18½)	Advertising - media	17,294	.21½	11,440	.15½	5,854	.06	
243	.02½	-	-	243	.02½	Advertising - coupons	7,657	.09½	-	-	7,657	.09½	
502	.05	494	.04½	8	.00½	Advertising - cooperative	4,977	.06	3,382	.04½	1,595	.01½	
-	-	-	-	-	-	In-store coupons	719	.01	410	.00½	309	.00½	
221	.02	138	.01½	83	.00½	Market research	2,846	.03½	1,631	.02½	1,215	.01	
546	.05½	427	.04	119	.01½	Store demonstrations	3,284	.04	2,628	.03½	656	.00½	
243	.02½	283	.02½	(40)	-	Sales administration	3,452	.04½	2,176	.03	1,276	.01½	
-	-	75	.00½	(75)	(.00½)	Miscellaneous selling expense	667	.01	825	.01	(158)	-	
29	.00½	-	-	29	.00½	Conventions & exhibits	151	-	-	-	151	-	
916	.09	852	.08	64	.01	Warehouse expense	5,886	.07½	6,558	.09	(672)	(.01½)	
87	.01	162	.01½	(75)	(.00½)	Samples	1,387	.02	1,249	.02	138	-	
5,753	.57	8,610	.80	(2,857)	(.23)	Total selling expenses	73,985	.92½	60,400	.82	13,585	.10½	
1,162	.11½	1,827	.17	(665)	(.05½)	General & administrative expense	23,866	.30	17,425	.23½	6,441	.06½	
6,915	.68½	10,437	.97	(3,522)	(.28½)	Total selling & G & A expenses	97,851	1.22½	77,825	1.05½	20,026	.17	
1,151	$ .21	$(3,754)	$(.35)	$ 5,905	$ .56	Pre-tax profit or (loss)	$(47,177)	$(.59)	$(16,043)	$(.22)	$31,134	$ .37	

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - NOVEMBEI 958

SAN FRANCISCO SALES DIVISION Page 3-8

MONTH							YEAR TO DATE					
Actual		Budget		Over (Under) Budget			Actual		Budget		Over (Under) Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
34,227	Doz.	27,855	Doz.	6,372	Doz.	Dozens	218,542	Doz.	213,645	Doz.	4,897	Doz.
161,930	$4.73	$124,930	$4.48½	$ 37,000	$ .24½	Gross sales	$1,073,845	$4.91½	$1,042,205	$4.88	$ 31,640	$ .03½
						Deductions from sales						
4,671	.13½	5,571	.20	(900)	(.06½)	Freight on sales	50,572	.23	74,770	.35	(24,198)	(.12)
206	.00½	139	.00½	67	-	Spoils & declines	2,724	.01	1,068	.00½	1,656	.00½
2,675	.08	-	-	2,675	.08	Promotions	32,187	.15	-	-	32,187	.15
7,552	.22	5,710	.20½	1,842	.01½	Total deductions	85,483	.39	75,838	.35½	9,645	.03½
154,378	4.51	119,220	4.28	35,158	.23	Net sales	988,362	4.52½	966,367	4.52½	21,995	-
130,062	3.80	105,849	3.80	24,213	-	Cost of goods sold (budget)	843,084	3.86	822,402	3.85	20,682	(.01)
24,316	.71	13,371	.48	10,945	.23	Gross profit	145,278	.66½	143,965	.67½	1,313	(.01)
						Selling expenses						
1,480	.04½	685	.02½	795	.02	Salesmen's salaries	9,235	.04½	7,535	.03½	1,700	.01
1,010	.03	512	.02	498	.01	Salesmen's expenses	5,173	.02½	5,629	.02½	(456)	-
8,571	.25	6,963	.25	1,608	-	Commissions to brokers	52,557	.24	53,871	.25	(1,314)	(.01)
940	.02½	14,738	.53	(13,798)	(.50½)	Advertising - media	27,993	.13	149,550	.70	(121,557)	(.57)
14	-	-	-	14	-	Advertising - coupons	20,053	.09	-	-	20,053	.09
1,619	.05	1,276	.04½	343	.00½	Advertising - cooperative	20,308	.09½	9,784	.04½	10,524	.05
3	-	-	-	3	-	In-store coupons	471	-	1,150	.00½	(679)	(.00½)
748	.02	472	.01½	276	.00½	Market research	6,982	.03	5,582	.02½	1,400	.00½
537	.01½	1,465	.05	(928)	(.03½)	Store demonstrations	6,563	.03	9,004	.04½	(2,441)	(.01½)
823	.02½	969	.03½	(146)	(.01)	Sales administration	8,405	.04	7,434	.03½	971	.00½
29	-	75	.00½	(46)	(.00½)	Miscellaneous selling expense	2,525	.01	825	.00½	1,700	.00½
97	.00½	-	-	97	.00½	Conventions & exhibits	321	-	-	-	321	-
4,629	.13½	2,925	.10½	1,704	.03	Warehouse expense	20,841	.09½	22,433	.10½	(1,592)	(.01)
149	.00½	557	.02	(408)	(.01½)	Samples	3,623	.01½	4,273	.02	(650)	(.00½)
20,649	.60½	30,637	1.10	(9,988)	(.49½)	Total selling expenses	185,050	.84½	277,070	1.29½	(92,020)	(.45)
3,924	.11½	4,718	.17	(794)	(.05½)	General & administrative expense	55,091	.25½	51,066	.24	4,025	.01½
24,573	.72	35,355	1.27	(10,772)	(.55)	Total selling & G & A expenses	240,141	1.10	328,136	1.53½	87,995	(.43½)
(257)	$(.01)	$(21,984)	$(.79)	$(21,717)	$(.78)	Pre-tax profit or (loss)	$(94,863)	$(.43½)	$(184,171)	$(.86)	$(89,308)	$(.42½)

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - DECEMBER 1958

TOTAL SALES DIVISION

MONTH								YEAR TO DATE					
Actual		Budget		Over(Under)Budget		% of		Actual		Budget		Over(Under)Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.	Net Sales		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
141,805	Doz.	110,665	Doz.	31,140	Doz.		Dozens	1,242,431	Doz.	1,288,283	Doz.	(45,852)	Doz.
693,916	$4.89½	$546,650	$4.94	$147,266	$(.04½)	128.6	Gross sales	$6,251,916	$5.03	$6,448,119	$5.00½	$(196,203)	$ .02½
							Deductions from sales						
55,151	.39	35,189	.32	19,962	.07	10.2	Freight on sales	479,791	.38½	459,482	.35½	20,309	.03
33,193	.23½	553	.00½	32,640	.23	6.1	Spoils and declines	51,908	.04	6,423	.00½	45,485	.03½
66,218	.46½	-	-	66,218	.46½	12.3	Promotions	199,807	.16	-	-	199,807	.16
154,562	1.09	35,742	.32½	118,820	.76½	28.6	Total deductions	731,506	.58½	465,905	.36	265,601	.22½
539,354	3.80½	510,908	4.61½	28,446	(.81)	100.0	Net sales	5,520,410	4.44½	5,982,214	4.64½	(461,804)	(.20)
543,174	3.83	422,935	3.82	120,239	.01	100.6	Cost of goods sold (budget)	4,772,967	3.84	4,913,968	3.81½	(141,001)	.02½
(3,820)	(.02½)	87,973	.79½	(91,793)	(.82)	(.7)	Gross profit	747,443	.60½	1,068,246	.83	(320,803)	(.22½)
							Selling expenses						
5,110	.03½	4,790	.04½	320	(.01)	1.0	Salesmen's salaries	55,170	.04½	56,557	.04½	(1,387)	-
2,484	.02	3,873	.03½	(1,389)	(.01½)	.5	Salesmen's expenses	35,191	.03	46,483	.03½	(11,292)	(.00½)
32,631	.23	27,666	.25	4,965	.02	6.0	Commissions to brokers	302,300	.24½	323,762	.25	(21,462)	(.00½)
31,297	.22	25,199	.23	6,098	(.01)	5.8	Advertising - media	401,627	.32½	573,815	.44½	(172,188)	(.12)
9,019	.06½	-	-	9,019	.06½	1.7	Advertising - coupons	125,596	.10	-	-	125,596	.10
6,939	.05	5,069	.04½	1,870	.00½	1.3	Advertising - cooperative	108,601	.08½	58,860	.04½	49,741	.04
8	-	-	-	8	-	-	In-store coupons	15,632	.01½	7,001	.00½	8,631	.01
4,208	.03	3,000	.02½	1,208	.00½	.8	Market research	42,535	.03	36,008	.03	6,527	-
8,707	.06	16,194	.14½	(7,487)	(.08½)	1.6	Store demonstrations	60,344	.05	69,507	.05½	(9,163)	(.00½)
4,502	.03	4,404	.04	98	(.01)	.8	Sales administration	49,910	.04	48,378	.04	1,532	-
186	-	733	.00½	(547)	(.00½)	-	Miscellaneous selling exp.	8,585	.00½	8,796	.00½	(211)	-
417	.00½	-	-	417	.00½	.1	Conventions & exhibits	2,606	-	-	-	2,606	-
12,095	.08½	13,794	.12½	(1,699)	(.04)	2.2	Warehouse expense	146,980	.12	151,495	.12	(4,515)	-
3,423	.02½	2,532	.02½	891	-	.6	Samples	22,626	.02	27,803	.02	(5,177)	-
121,026	.85½	107,254	.97	13,772	(.11½)	22.4	Total selling exp.	1,377,703	1.11	1,408,465	1.09½	(30,762)	.01½
15,731	.11	25,767	.23	(10,036)	(.12)	2.9	Gen. & Adm. expense	291,010	.23½	309,204	.24	(18,194)	(.00½)
136,757	.96½	133,021	1.20	3,736	(.23½)	25.3	Total selling & G&A exp.	1,668,713	1.34½	1,717,669	1.33½	(48,956)	.01
(10,577)	$(.99)	$(45,048)	$(.40½)	$ 95,529	$ .58½	(26.0)%	Pre-tax profit or (loss)	$(921,270)	$(.74)	$(649,423)	$(.50½)	$ 271,847	$ .23½

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - DECEMBF 1958

SALT LAKE CITY SALES DIVISION

MONTH							YEAR TO DATE					
Actual		Budget		Over(Under)Budget			Actual		Budget		Over(Under)Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
12,833	Doz.	8,425	Doz.	4,408	Doz.	Dozens	92,582	Doz.	82,275	Doz.	10,307	Doz.
$64,233	$ 5.00½	$41,957	$4.98	$ 22,276	$ .02½	Gross sales	$469,267	$5.07	$415,467	$5.05	$ 53,800	$ .02
						Deductions from sales						
9,591	.74½	4,465	.53	5,126	.21½	Freight on sales	53,727	.58	32,098	.39	21,629	.19
2,979	.23½	42	.00½	2,937	.23	Spoils & declines	3,849	.04	411	.00½	3,438	.03½
11,806	.92	-	-	11,806	.92	Promotions	14,016	.15½	-	-	14,016	.15½
24,376	1.90	4,507	.53½	19,869	1.36½	Total deductions	71,592	.77½	32,509	.39½	39,083	.38
39,857	3.10½	37,450	4.44½	2,407	(1.34)	Net sales	397,675	4.29½	382,958	4.65½	14,717	(.36)
48,765	3.80	32,015	3.80	16,750	-	Cost of goods sold (budget)	355,909	3.84½	315,741	3.84	40,168	.00½
(8,908)	(.69½)	5,435	.64½	(14,343)	(1.34)	Gross profit	41,766	.45	67,217	.81½	(25,451)	(.36½)
						Selling expenses						
298	.02½	720	.08½	(422)	(.06)	Salesmen's salaries	4,354	.04½	8,430	.10½	(4,076)	(.06)
140	.01	345	.04	(205)	(.03)	Salesmen's expenses	2,172	.02½	4,140	.05	(1,968)	(.02½)
3,153	.24½	2,106	.25	1,047	(.00½)	Commissions to brokers	22,730	.24½	20,702	.25	2,028	(.00½)
2,353	.18½	367	.04½	1,986	.14	Advertising - media	19,647	.21	11,807	.14½	7,840	.06½
836	.06½	-	-	836	.06½	Advertising - coupons	8,493	.09	-	-	8,493	.09
642	.05	386	.04½	256	.00½	Advertising - cooperative	5,619	.06	3,768	.04½	1,851	.01½
-	-	-	-	-	-	In-store coupons	719	.01	410	.00½	309	.00½
313	.02½	151	.02	162	.00½	Market research	3,159	.03½	1,782	.02	1,377	.01½
60	.00½	813	.09½	(753)	(.09)	Store demonstrations	3,344	.03½	3,441	.04	(97)	(.00½)
405	.03	220	.02½	185	.00½	Sales administration	3,857	.04	2,396	.03	1,461	.01
12	-	75	.01	(63)	(.01)	Miscellaneous selling expense	679	.01	900	.01	(221)	-
27	-	-	-	27	-	Conventions & exhibits	178	-	-	-	178	-
878	.07	667	.08	211	(.01)	Warehouse expense	6,764	.07½	7,225	.09	(461)	(.01½)
409	.03½	128	.01½	281	.02	Samples	1,796	.02	1,377	.01½	419	.00½
9,526	.74½	5,978	.71	3,548	.03½	Total selling expenses	83,511	.90	66,378	.80½	17,133	.09½
1,416	.11	1,961	.23½	(545)	(.12½)	General & administrative expense	25,282	.27½	19,386	.23½	5,896	.04
10,942	.85½	7,939	.94½	3,003	(.09)	Total selling & G & A expenses	108,793	1.17½	85,764	1.04	23,029	.13½
(19,850)	$(1.55)	$(2,504)	$(.30)	$ 17,346	$ 1.25	Pre-tax profit or (loss)	$(67,027)	$(.72½)	$(18,547)	$(.22½)	$ 48,480	$ .50

STATEMENT OF PROFIT OR LOSS ON FRUIT PIE SALES - DECEMBER 1958

SAN FRANCISCO SALES DIVISION

MONTH							YEAR TO DATE					
Actual		Budget		Over(Under)Budget			Actual		Budget		Over(Under)Budget	
Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.		Dollars	Per Doz.	Dollars	Per Doz.	Dollars	Per Doz.
11,994	Doz.	21,560	Doz.	10,434	Doz.	Dozens	250,536	Doz.	235,205	Doz.	15,331	Doz.
109,434	$4.76½	$ 99,607	$4.62	$ 52,827	$ .14½	Gross sales	$1,226,279	$4.89½	$1,141,812	$4.85½	$ 84,467	$ .04
						Deductions from sales						
1,257	.22½	4,959	.23	2,298	(.00½)	Freight on sales	57,829	.23	79,729	.34	(21,900)	(.11)
20,979	.65½	108	.00½	20,871	.65	Spoils & declines	23,703	.09½	1,176	.00½	22,527	.09
25,890	.81	-	-	25,890	.81	Promotions	58,077	.23	-	-	58,077	.23
48,126	1.69	5,067	.23½	49,059	1.45½	Total deductions	139,609	.55½	80,905	.34½	58,704	.21
98,308	3.07½	94,540	4.38½	3,768	(1.31)	Net sales	1,086,670	4.34	1,060,907	4.51	25,763	(.17)
121,577	3.80	81,928	3.80	39,649	-	Cost of goods sold (budget)	964,661	3.85	904,330	3.84½	60,331	.00½
(23,269)	(.72½)	12,612	.58½	(35,881)	(1.31)	Gross profit	122,009	.49	156,577	.66½	(34,568)	(.17½)
						Selling expenses						
1,182	.03½	685	.03	497	.00½	Salesmen's salaries	10,417	.04	8,220	.03½	2,197	.00½
560	.02	511	.02½	49	(.00½)	Salesmen's expenses	5,733	.02½	6,140	.02½	(407)	-
7,483	.23½	5,391	.25	2,092	(.01½)	Commissions to brokers	60,040	.24	59,262	.25	778	(.01)
5,480	.17	7,595	.35	(2,115)	(.18)	Advertising - media	33,473	.13½	157,145	.67	(123,672)	(.53½)
1,733	.05½	-	-	1,733	.05½	Advertising - coupons	21,786	.08½	-	-	21,786	.08½
1,524	.05	987	.04½	537	.00½	Advertising - cooperative	21,832	.09	10,771	.04½	11,061	.04½
1	-	-	-	1	-	In-store coupons	472	-	1,150	.00½	(678)	(.00½)
787	.02½	511	.02½	276	-	Market research	7,769	.03	6,093	.02½	1,676	.00½
847	.02½	2,756	.13	(1,909)	(.10½)	Store demonstrations	7,410	.03	11,760	.05	(4,350)	(.02)
1,018	.03	750	.03½	268	(.00½)	Sales administration	9,423	.04	8,184	.03½	1,239	.00½
30	-	75	.00½	(45)	(.00½)	Miscellaneous selling expense	2,555	.01	900	.00½	1,655	.00½
67	-	-	-	67	-	Conventions & exhibits	388	-	-	-	388	-
4,796	.15	2,263	.10½	2,533	.04½	Warehouse expense	25,637	.10½	24,696	.10½	941	-
576	.02	431	.02	145	-	Samples	4,199	.01½	4,704	.02	(505)	(.00½)
26,084	.81½	21,955	1.02	4,129	(.20½)	Total selling expenses	211,134	.84½	299,025	1.27	(87,891)	(.42½)
3,555	.11	5,022	.23	(1,467)	(.12)	General & administrative expense	58,646	.23½	56,088	.24	2,558	(.00½)
29,639	.92½	26,977	1.25	2,662	(.32½)	Total selling & G & A expenses	269,780	1.08	355,113	1.51	(85,333)	(.43)
(52,908)	$1.65	$(14,365)	$(.66½)	$ 38,543	$ .98½	Pre-tax profit or (loss)	$(147,771)	$(.59)	$(198,536)	$(.84½)	$(50,765)	$(.25½)

PET-RITZ FOODS COMPANY
PET MILK COMPANY

ALL SALES DIVISIONS

Fruit Pies
PRODUCT INCOME STATEMENT

Current Month		Budget		Favorable or (unfavorable) budget Variations		Percent of Net Sales		Particulars	YEAR TO DATE					
									Actual		Budget		Favorable or (unfavorable) budget Variations	
Amount	Per Case	Amount	Per Case	Amount	Per Case	This Month	Year to Date		Amount	Per Case	Amount	Per Case	Amount	Per Case
218,643		185,722		32,921				Cases Sold						
$522,583	$2.39	$438,700	$2.36	$83,883	$ .03	114.6%		Gross Sales						
40,437	.18½	41,221	.22	784	.03½	8.9		Freight on Sales						
1,128	.00½	929	.00½	(199)	-	.2		Spoils and Allowances						
-	-	-	-	-	-	-		Declines						
25,083	.11½	-	-	(25,083)	(.11½)	5.5		Promotions						
66,648	.30½	42,150	.22½	(24,498)	(.08)	14.6		Deductions from Sales						
455,935	2.08½	396,550	2.13½	59,385	(.05)	100.0		Net Sales						
399,784	1.83	339,521	1.83	(60,263)	-	87.7		Cost of Goods Sold						
56,151	.25½	57,029	.30½	(878)	(.05)	12.3		Gross Profit						
4,535	.02	3,941	.02	(594)	-	1.0		Sales Administration						
25,628	.12	21,934	.12	(3,694)	-	5.6		Commissions						
18,585	.08½	22,354	.12	3,769	.03½	4.1		Advertising - Media						
-	-	5,568	.03	5,568	.03	-		Coupons						
7,651	.03½	6,500	.03½	(1,151)	-	1.7		Cooperative Advertising						
3,481	.01½	2,823	.01½	(658)	-	.7		Market Research						
3,590	.01½	5,000	.02½	1,410	.01	.8		Store Demonstrations						
723	.00½	929	.00½	206	-	.2		Miscellaneous Selling Expense						
1,255	.00½	1,856	.01	601	.00½	.3		Supplies						
7,739	.03½	9,280	.05	1,541	.01½	1.7		Warehouse Expense						
73,187	.33½	80,185	.43	6,998	.09½	16.1		Selling Expenses						
17,501	.08	14,055	.07½	(3,446)	(.00½)	3.8		General & Administrative Expense						
90,688	.41½	94,240	.50½	3,552	.09	19.9		Selling and G. & A.						
$(34,537)	$(.16)	$(37,211)	$(.20)	$ 2,674	$ .04	(7.6%)		Pre-tax Profit or Loss						

PET-RITZ FOODS COMPANY
PET MILK COMPANY

SALT LAKE CITY SALES DIVISION

Fruit Pies
PRODUCT INCOME STATEMENT

Current Month		Budget		Favorable or (unfavorable) budget Variations		Percent of Net Sales		Particulars	YEAR TO DATE					
									Actual		Budget		Favorable or (unfavorable) budget Variations	
Amount	Per Case	Amount	Per Case	Amount	Per Case	This Month	Year to Date		Amount	Per Case	Amount	Per Case	Amount	Per Case
14,147		12,844		1,303				Cases Sold						
32,585	$2.30	$30,248	$2.35½	$ 2,337	$(.05½)			Gross Sales						
4,174	.29½	3,761	.29½	(413)	-			* Freight on Sales						
140	.01	64	.00½	(76)	(.00½)			Spoils and Allowances						
-	-	-	-	-	-			Declines						
-	-	-	-	-	-			* Promotions						
4,314	.30½	3,825	.30	(489)	(.00½)			Deductions from Sales						
28,271	1.99½	26,423	2.05½	1,848	(.06)			Net Sales						
25,252	1.78½	22,919	1.78½	(2,333)	-			Cost of Goods Sold						
3,019	.21	3,504	.27	(485)	(.06)			Gross Profit						
295	.02	273	.02	(22)	-			Sales Administration						
1,713	.12	1,512	.12	(201)	-			Commissions						
1,057	.07½	1,547	.12	490	.04½			Advertising - Media						
-	-	385	.03	385	.03			*Coupons						
519	.03½	450	.03½	(69)	-			*Cooperative Advertising						
226	.01½	195	.01½	(31)	-			Market Research						
272	.02	225	.01½	(47)	(.00½)			*Store Demonstrations						
165	.01	64	.00½	(101)	(.00½)			Miscellaneous Selling Expense						
78	.00½	128	.01	50	.00½			*Samples						
486	.01½	642	.05	456	.03½			*Warehouse Expense						
4,511	.31½	5,421	.42	910	.10½			Selling Expenses						
1,138	.08	972	.07½	(166)	(.00½)			General & Administrative Expense						
5,649	.39½	6,393	.49½	744	.10			Selling and G. & A.						
(2,630)	$(.18½)	$(2,889)	$(.22½)	$ 259	$.04			Pre-tax Profit or Loss						

1889

PET-RITZ FOODS COMPANY
PET MILK COMPANY

SAN FRANCISCO SALES DIVISION

Fruit Pies
PRODUCT INCOME STATEMENT

Current Month		Budget		Favorable or (unfavorable) budget Variations		Percent of Net Sales		Particulars	YEAR TO DATE					
									Actual		Budget		Favorable or (unfavorable) budget Variations	
Amount	Per Case	Amount	Per Case	Amount	Per Case	This Month	Year to Date		Amount	Per Case	Amount	Per Case	Amount	Per Case
46,066		42,572		3,494				Cases Sold						
$110,666	$2.40	$100,470	$2.36	$10,196	$ .04			Gross Sales						
4,013	.08½	5,858	.14	1,845	.05½			* Freight on Sales						
89	-	213	.00½	124	.00½			Spoils and Allowances						
-	-	-	-	-	-			Declines						
11,198	.24½	-	-	(11,198)	(.24½)			* Promotions						
15,300	.33	6,071	.14½	(9,229)	(.18½)			Deductions from Sales						
95,366	2.07	94,399	2.21½	967	(.14½)			Net Sales						
82,228	1.78½	75,965	1.78½	(6,263)	-			Cost of Goods Sold						
13,138	.28½	18,434	.43	(5,296)	(.14½)			Gross Profit						
957	.02	903	.02	(54)	-			Sales Administration						
5,533	.12	5,023	.12	(510)	-			Commissions						
3,431	.07½	5,123	.12	1,692	.04½			Advertising - Media						
-	-	1,276	.03	1,276	.03			* Coupons						
1,612	.03½	1,490	.03½	(122)	-			* Cooperative Advertising						
734	.01½	647	.01½	(87)	-			Market Research						
885	.02	900	.02	15	-			* Store Demonstrations						
537	.01	213	.00½	(324)	(.00½)			Miscellaneous Selling Expense						
2	-	426	.01	424	.01			* Samples						
1,090	.02½	2,127	.05	1,037	.02½			* Warehouse Expense						
14,781	.32	18,128	.42½	3,347	.10½			Selling Expenses						
3,693	.08	3,222	.07½	(471)	(.00½)			General & Administrative Expense						
18,474	.40	21,350	.50	2,876	.10			Selling and G. & A.						
$(5,336)	$(.11½)	$(2,916)	$(.07)	$(2,420)	$(.04½)			Pre-tax Profit or Loss						

[fol. 1891]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL

ALL SALES DIVISIONS
FEBRUARY 1959

CURRENT MONTH Actual Amount	CURRENT MONTH Actual Per Case	CURRENT MONTH Budget Amount	CURRENT MONTH Budget Per Case	CURRENT MONTH Favorable or (unfavorable) Budget Variations Volume	CURRENT MONTH Favorable or (unfavorable) Budget Variations Operations	CURRENT MONTH Favorable or (unfavorable) Budget Variations Per Case	Particulars	YEAR TO DATE Actual Amount	YEAR TO DATE Actual Per Case	YEAR TO DATE Budget Amount	YEAR TO DATE Budget Per Case	YEAR TO DATE Favorable or (unfavorable) Budget Variations Volume	YEAR TO DATE Favorable or (unfavorable) Budget Variations Operations	YEAR TO DATE Favorable or (unfavorable) Budget Variations Per Case
224,963		167,728		57,235			Cases sold	443,606		353,450		90,156		
$532,063	$2.36½	$396,258	$2.36½	$135,805	-	-	Gross sales	$1,054,646	$2.37½	$834,958	$2.36½	$213,219	$ 6,469	$ .01
38,215	.17	36,472	.22	(12,591)	10,848	.05	*Freight on sales	76,352	.17	77,693	.22	(19,834)	21,175	.05
1,501	.00½	837	.00½	(664)	-	-	Spoils and allowances	2,629	.00½	1,766	.00½	(863)	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
12,653	.05½	-	-	-	(12,653)	(.05½)	*Promotions	32,332	.07½	-	-	-	(32,382)	(.07½)
52,369	.23	37,309	.22½	(13,255)	(1,805)	(.00½)	Deductions from sales	111,313	.25	79,459	.22½	(20,697)	(11,157)	(.02½)
479,694	2.13½	358,949	2.14	122,550	(1,805)	(.00½)	Net sales	943,333	2.12½	755,499	2.14	192,522	(4,688)	(.01½)
411,210	1.83	306,950	1.83	(104,260)	-	-	Cost of goods sold	810,994	1.83	646,471	1.83	(164,523)	-	-
68,484	.30½	51,999	.31	18,290	(1,805)	(.00½)	Gross profit	132,339	.29½	109,028	.31	27,999	(4,688)	(.01½)
3,590	.01½	3,559	.02	-	(31)	.00½	Sales administration	8,125	.02	7,500	.02	-	(625)	-
25,708	.11½	19,813	.12	(6,868)	973	.00½	Commissions	52,260	.12	41,747	.12	(10,513)	-	-
27,489	.12½	22,354	.13½	-	(5,135)	.01	Advertising - media	46,074	.10½	44,708	.12½	-	(1,366)	.02
-	-	-	-	-	-	-	*Coupons	-	-	-	-	-	-	-
7,874	.03½	5,871	.03½	(2,003)	-	-	*Cooperative advertising	15,525	.03½	12,371	.03½	(3,154)	-	-
3,481	.01½	2,550	.01½	-	(931)	-	Market research	6,962	.01½	5,373	.01½	-	(1,589)	-
1,036	.00½	5,000	.03	-	3,964	.02½	*Store demonstrations	4,626	.01	10,000	.03	-	5,374	.02
434	-	838	.00½	-	404	.00½	Miscellaneous selling	1,157	-	1,767	.00½	-	610	.00½
1,750	.01	1,678	.01	-	(72)	-	*Samples	3,005	.00½	3,534	.01	-	529	.00½
12,648	.05½	8,382	.05	-	(4,266)	(.00½)	*Warehouse expense	20,034	.04½	12,662	.05	-	(2,372)	.00½
84,010	.37½	70,045	.42	(8,871)	(5,094)	.04½	Selling expenses	157,768	.35½	144,662	.41	(13,667)	561	.05½
9,825	.04½	12,692	.07½	(1,717)	4,584	.03	G. & A. expense	27,326	.06	26,747	.07½	(2,705)	2,126	.01½
93,835	.42	82,737	.49½	(10,588)	(510)	.07½	Selling and G. & A.	185,094	.41½	171,409	.48½	(16,372)	2,687	.07
$(25,351)	$(.11½)	$(30,738)	$(.18½)	$ 7,702	$(2,315)	$.07	Pre-tax profit or (loss)	$(52,755)	$(.12)	$(62,381)	$(.17½)	$ 11,627	$(2,001)	$.05½

	Current Month	Year to Date
Percent of Net Sales Gross Profit	14.3%	14.0%
Pre-Tax Profit or (Loss)	(5.3)%	(5.6)%

1891

[fol. 1892]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SALT LAKE CITY SALES DIVISION
FEBRUARY 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
18,482		11,380		7,102			Cases sold	32,629		24,224		8,405		
$40,030	$2.33	$26,800	$2.35½	$16,725	$(495)	$(.02½)	Gross sales	$75,615	$2.31½	$57,048	$2.35½	$19,794	$(1,227)	$(.04)
5,944	.32	3,601	.31½	(2,237)	(106)	(.00½)	*Freight on sales	10,118	.31	7,362	.30½	(2,564)	(192)	(.00½)
133	.00½	57	.00½	(76)	-	-	Spoils and allowances	273	.01	121	.00½	(42)	(110)	(.00½)
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
51	.00½	-	-	-	(51)	(.00½)	*Promotions	51	-	-	-	-	(5))	-
6,128	.33	3,658	.32	(2,313)	(157)	(.01	Deductions from sales	10,442	.32	7,483	.31	(2,606)	(353)	(.01)
36,902	2.00	23,142	2.03½	14,412	(652)	(.03½)	Net sales	65,173	1.99½	49,565	2.04½	17,188	(1,580)	(.05)
32,990	1.78½	20,306	1.78½	(12,684)	-	-	Cost of goods sold	58,242	1.78½	43,225	1.78½	(15,017)	-	-
3,912	.21½	2,836	.25	1,728	(652)	(.03½)	Gross profit	6,931	.21	6,340	.26	2,171	(4,580)	(.05)
295	.01½	241	.02	-	(54)	.00½	Sales administration	590	.02	514	.02	-	(76)	-
2,185	.12	1,340	.12	(845)	-	-	Commissions	3,898	.12	2,852	.12	(1,046)	-	-
1,897	.10½	1,516	.13½	-	(381)	.03	Advertising - media	2,954	.09	3,063	.12½	-	.109	.03½
-	-	-	-	-	-	-	*Coupons	-	-	-	-	-	-	-
647	.03½	398	.03½	(249)	-	-	*Cooperative advertising	1,166	.03½	848	.03½	(318)	-	-
286	.01½	173	.01½	-	(113)	-	Market research	512	.01½	368	.01½	-	(144)	-
45	.00½	225	.02	-	180	.01½	*Store demonstrations	317	.01	450	.02	-	133	.01
41	-	57	.00½	-	16	.00½	Miscellaneous selling	206	.00½	121	.00½	-	(85)	-
124	.00½	114	.01	-	(10)	.00½	*Samples	202	.00½	242	.01	-	40	.00½
659	.03½	569	.05	-	(90)	.01½	*Warehouse expense	818	.02½	1,211	.05	-	393	.02½
6,179	.33½	4,633	.41	(1,094)	(452)	.07½	Selling expenses	10,663	.32½	9,669	.40	(1,364)	370	.07½
808	.04½	861	.07½	(213)	266	.03	G. & A. expense	1,946	.06	1,833	.07½	(252)	139	.01½
6,987	.38	5,494	.48½	(1,307	(186)	.10½	Selling and G. & A.	12,609	.38½	11,502	.47½	(1,616)	509	.09
$(3,075)	$(.16½)	$(2,658)	$(.23½)	$ 421	$(838)	$.07	Pre-tax profit or (loss)	$(5,678)	$(.17½)	$(5,162)	$(.21½)	$ 555	$(1,071)	$.04

	Current Month	Year to Date
Percent of Net Sales		
Gross Profit	10.6%	10.6%
Pre-Tax Profit or (Loss)	(8.3%)	(8.7%)

1892

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SAN FRANCISCO SALES DIVISION
FEBRUARY 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
45,623		33,448		12,175			Cases sold	91,689		76,020		15,669		
$109,913	$2.41	$78,937	$2.36	$28,733	$ 2,243	$ .05	Gross sales	$220,579	$2.40½	$179,407	$2.36	$36,979	$4,193	$.04½
4,534	.10	4,133	.12½	(1,522)	1,121	.02½	*Freight on sales	8,547	.09½	9,991	.13	(2,037)	3,481	.03½
108	-	167	.00½	(61)	120	.00½	Spoils and allowances	197	-	380	.00½	(78)	261	.00½
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
12,455	.27½	-	-	-	(12,455)	(.27½)	*Promotions	23,653	.26	-	-	-	(23,653)	(.26)
17,097	.37½	4,300	.13	(1,583)	(11,214)	(.24½)	Deductions from sales	32,397	.35½	10,371	.13½	(2,115)	(19,911)	(.22)
92,816	2.03½	74,637	2.23	27,150	(8,971)	(.19½)	Net sales	188,182	2.05	169,036	2.22½	34,864	(15,718)	(.17½)
81,437	1.78½	59,685	1.78½	(21,752)	-	-	Cost of goods sold	163,665	1.78½	135,650	1.78½	(28,015)	-	-
11,379	.25	14,952	.44½	5,398	(8,971)	(.19½)	Gross profit	24,517	.26½	33,386	.44	6,849	(15,718)	(.17½)
728	.01½	710	.02	-	(18)	.00½	Sales administration	1,685	.02	1,613	.02	-	(72)	-
4,906	.11	3,947	.12	(1,461)	502	.01	Commissions	10,439	.11½	8,970	.12	(1,880)	411	.00½
4,706	.10½	4,457	.13½	-	(249)	.03	Advertising - media	8,137	.08½	9,580	.12½	-	1,443	.04
-	-	-	-	-	-	-	*Coupons	-	-	-	-	-	-	-
1,597	.03½	1,171	.03½	(426)	-	-	*Cooperative advertising	3,209	.03½	2,661	.03½	(548)	-	-
706	.01½	509	.01½	-	(197)	-	Market research	1,440	.01½	1,156	.01½	-	(284)	-
338	.00½	900	.02½	-	562	.02	*Store demonstrations	1,223	.01½	1,800	.02½	-	577	.01
83	-	167	.00½	-	84	.00½	Miscellaneous selling	620	.00½	380	.00½	-	(240)	-
79	-	334	.01	-	255	.01	*Samples	81	-	760	.01	-	679	.01
1,612	.03½	1,671	.05	-	59	.01½	*Warehouse expense	2,669	.03	3,798	.05	-	1,129	.02
14,755	.32	13,866	.41½	(1,887)	998	.09½	Selling expenses	29,503	.32	30,718	.40½	(2,428)	3,643	.08½
1,992	.04½	2,531	.07½	(365)	904	.03	G. & A. expense	5,685	.06	5,753	.07½	(470)	538	.01½
16,747	.36½	16,397	.49	(2,252)	(1,902	.12½	Selling and G. & A.	35,188	.38	36,471	.48	(2,898)	4,181	.10
$(5,368)	$(.11½)	$(1,445)	$(.04½)	$ 3,146	$(7,069)	$(.07	Pre-tax profit or (loss)	$(10,671)	$(.11½)	$(3,085)	$(.04)	$ 3,951	$(11,537)	$(.07½)

	Current Month	Year to Date
cent of Net Sales		
ss Profit	12.3%	13.0%
-Tax Profit or (Loss)	(5.8%)	(5.7%)

[fol. 1894]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL

ALL SALES DIVISIONS

MARCH 1959

CURRENT MONTH Actual Amount	CURRENT MONTH Actual Per Case	CURRENT MONTH Budget Amount	CURRENT MONTH Budget Per Case	CURRENT MONTH Favorable or (unfavorable) Budget Variations Volume	CURRENT MONTH Favorable or (unfavorable) Budget Variations Operations	CURRENT MONTH Favorable or (unfavorable) Budget Variations Per Case	Particulars	YEAR TO DATE Actual Amount	YEAR TO DATE Actual Per Case	YEAR TO DATE Budget Amount	YEAR TO DATE Budget Per Case	YEAR TO DATE Favorable or (unfavorable) Budget Variations Volume	YEAR TO DATE Favorable or (unfavorable) Budget Variations Operations	YEAR TO DATE Favorable or (unfavorable) Budget Variations Per Case
274,383		232,394		41,989			Cases sold	717,989		585,844		132,145		
$652,338	$2.38	$548,207	$2.36	$99,094	$5,037	$.02	Gross sales	$1,706,984	$2.37½	$1,383,165	$2.36	$311,862	$11,957	$ .01½
45,949	.17	43,525	.19	(7,978)	5,554	.02	*Freight on sales	122,301	.17	121,218	.20½	(27,090)	26,007	.03½
1,504	.00½	1,161	.00½	(343)	-	-	Spoils and allowances	4,133	.00½	2,927	.00½	(1,206)	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
17,915	.06½	-	-	-	(17,915)	(.06½)	*Promotions	50,247	.07	-	-	-	(50,247)	(.07)
65,368	.24	44,686	.19½	(8,321)	(12,361)	(.04½)	Deductions from sales	176,681	.24½	124,145	.21	(28,296)	(24,240)	(.03½)
586,270	2.14	503,521	2.16½	90,773	(7,324)	(.02½)	Net sales	1,530,303	2.13	1,259,020	2.15	283,566	(12,283)	(.02)
497,891	1.81½	421,135	1.81	(76,000)	(756)	(.00½)	Cost of goods sold	1,308,885	1.82	1,067,606	1.82½	(241,279)	-	.00½
89,079	.32½	82,386	.35½	14,773	(6,080)	(.03)	Gross profit	221,418	.31	191,414	.32½	42,287	(12,283)	(.01½)
4,446	.01½	4,931	.02	-	485	.00½	Sales administration	12,571	.02	12,431	.02	-	(140)	-
31,630	.11½	27,412	.12	(5,039)	821	.00½	Commissions	84,195	.11½	69,159	.12	(15,857)	821	.00½
24,673	.09	22,354	.09½	-	(2,519)	.00½	Advertising - media	70,947	.10	67,062	.11½	-	(3,885)	.01½
-	-	-	-	-	-	-	*Coupons	-	-	-	-	-	-	-
9,570	.02½	8,133	.03½	(1,437)	-	-	*Cooperative advertising	25,095	.03½	20,504	.03½	(4,591)	-	-
3,481	.01½	3,534	.01½	-	53	-	Market research	10,443	.01½	8,907	.01½	-	(1,536)	-
2,528	.01	5,000	.02½	-	2,472	.01½	*Store demonstrations	7,154	.01	15,000	.02½	-	7,846	.01½
692	-	1,161	.00½	-	469	.00½	Miscellaneous selling	1,849	.00½	2,928	.00½	-	1,079	-
1,237	.00½	2,325	.01	-	1,088	.00½	*Samples	4,242	.00½	5,859	.01	-	1,617	.00½
10,444	.04	11,613	.05	-	1,169	.01	*Warehouse expense	30,478	.04	29,275	.05	-	(1,203)	.01
88,901	.32½	86,463	.37½	(6,476)	4,038	.05	Selling expenses	246,974	.34½	231,125	.39½	(20,448)	4,599	.05
13,535	.05	17,585	.07½	(1,260)	5,310	.02½	G. & A. expense	40,861	.05½	44,332	.07½	(3,964)	7,435	.02
102,436	.37½	104,048	.45	(7,736)	9,348	.07½	Selling and G. & A.	287,835	.40	275,457	.47	(24,412)	12,034	.07
$(13,357)	$(.05)	$(21,662)	$(.09½)	$7,037	$1,268	$.04½	Pre-tax profit or (loss)	$(66,417)	$(.09)	$(84,043)	$(.14½)	$ 17,875	$ (249)	$.05½

Percent of Net Sales	Current Month	Year to Date
Gross Profit	15.2%	14.5%
Pre-Tax Profit or (Loss)	(2.3%)	(4.3%)

[fol. 1895]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL

SALT LAKE CITY SALES DIVISION

MARCH 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Opera-tions	Per Case		Amount	Per Case	Amount	Per Case	Volume	Opera-tions	Per Case
17,114		13,866		3,248			Cases sold	49,743		38,090		11,653		
$39,618	$2.31½	$32,654	$2.35½	$7,649	$(685)	$(.04	Gross sales	$115,233	$2.31½	$89,702	$2.35½	$27,443	$(1,912)	$(.04
4,867	.28½	3,641	.26	(844)	(382)	(.02½	*Freight on sales	14,985	.30	11,003	.29	(3,379)	(603)	(.01
124	.00½	69	.00½	(55)	-	-	Spoils and allowances	397	.01	190	.00½	(58)	(149)	(.00½
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
-	-	-	-	-	-	-	*Promotions	51	-	-	-	-	(54)	-
4,991	.29	3,710	.26½	(899)	(382)	(.02½	Deductions from sales	15,433	.31	11,193	.29½	(3,437)	(803)	(.01½
34,627	2.02½	28,944	2.09	6,750	(1,067)	(.06½	Net sales	99,800	2.00½	78,509	2.06	24,006	(2,715)	(.05½
30,463	1.78	24,663	1.78	(5,800)	-	-	Cost of goods sold	88,705	1.78	67,888	1.78	(20,817)	-	-
4,164	.24½	4,281	.31	950	(1,067)	(.06½	Gross profit	11,095	.22½	10,621	.28	3,189	(2,715)	(.05½
278	.01½	294	.02	-	16	.00½	Sales administration	868	.01½	808	.02	-	(60)	.00½
1,981	.11½	1,633	.12	(390)	42	.00½	Commissions	6,184	.12½	4,485	.12	(1,398)	(301)	(.00½
1,264	.07½	1,335	.09½	-	71	.02	Advertising - media	4,218	.08½	4,398	.11½	-	180	.03
-	-	-	-	-	-	-	*Coupons	-	-	-	-	-	-	-
599	.03½	485	.03½	(114)	-	-	*Cooperative advertising	1,765	.03½	1,333	.03½	(432)	-	-
218	.01½	211	.01½	-	(7)	-	Market research	730	.01½	579	.01½	-	(151)	-
114	.00½	225	.01½	-	111	.01	*Store demonstrations	431	.01	675	.02	-	244	.01
28	-	69	.00½	-	41	.00½	Miscellaneous selling	234	.00½	190	.00½	-	(44)	-
11	-	139	.01	-	128	.01	*Samples	213	.00½	381	.01	-	168	.00½
676	.04	693	.05	-	17	.01	*Warehouse expense	1,494	.03	1,904	.05	-	410	.02
5,169	.30	5,084	.36½	(504)	419	.06½	Selling expenses	16,137	.32½	14,753	.39	(1,830)	446	.06½
847	.05	1,049	.07½	(97)	299	.02½	G. & A. expense	2,793	.05½	2,882	.07½	(350)	439	.02
6,016	.35	6,133	.44	(601)	718	.09	Selling and G. & A.	18,930	.38	17,635	.46½	(2,180)	885	.08½
$(1,852)	$(.10½)	$(1,852)	$(.13)	$ 349	$(349)	$.02½	Pre-tax profit or (loss)	$(7,835)	$(.15½)	$(7,014)	($.18½)	$ 1,009	$(1,830)	$.03

	Current Month	Year to Date
Percent of Net Sales		
Gross Profit	12.0%	11.1%
Pre-Tax Profit or (Loss)	(5.3%)	(7.0%)

1896

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL

SAN FRANCISCO SALES DIVISION
MARCH 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
67,492		66,952		540			Cases sold	159,181		142,972		16,209		
$161,579	$2.39½	$157,157	$2.34½	$1,266	$3,156	$ .05	Gross sales	$382,158	$2.40	$336,564	$2.35	$38,091	$ 7,503	$ .05
6,160	.09	6,568	.09½	(51)	459	.00½	*Freight on sales	14,707	.09	16,559	.11½	(1,864)	3,716	.02½
177	.00½	335	.00½	158	-	-	Spoils and allowances	374	.00½	715	.00½	341	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
17,915	.26½	-	-	-	(17,975)	(.26½)	*Promotions	41,568	.26	-	-	-	(41,568)	(.26)
24,252	.36	6,903	.10	107	(17,456)	(.26	Deductions from sales	56,649	.35½	17,274	.12	(1,523)	(37,852)	(.23½)
137,327	2.03½	150,254	2.24½	1,373	(14,300)	(.21	Net sales	325,509	2.04½	319,290	2.23	36,568	(30,349)	(.18½)
120,136	1.78	119,088	1.78	(1,048)	-	-	Cost of goods sold	283,801	1.78½	254,738	1.78	(29,063)	-	(.00½)
17,191	.25½	31,166	.46½	325	(14,300)	(.21	Gross profit	41,708	.26	64,552	.45	7,505	(30,349)	(.19)
1,082	.01½	1,421	.02	-	339	.00½	Sales administration	2,767	.02	3,034	.02	-	267	-
7,093	.10½	7,858	.12	(55)	830	.01½	Commissions	17,532	.11	16,828	.12	(1,945)	1,241	.01
4,963	.07½	6,440	.09½	-	1,477	.02	Advertising - media	13,100	.08	16,020	.11	-	2,920	.03
-	-	-	-	-	-	-	*Coupons	-	-	-	-	-	-	-
2,329	.03½	2,343	.03½	14	-	-	*Cooperative advertising	5,538	.03½	5,004	.03½	(534)	-	-
847	.01	1,018	.01½	-	171	.00½	Market research	2,287	.01½	2,174	.01½	-	(113)	-
303	.00½	900	.01½	-	597	.01	*Store demonstrations	1,526	.01	2,700	.02	-	1,174	.01
248	.00½	335	.00½	-	87	-	Miscellaneous selling	868	.00½	715	.00½	-	(153)	-
82	-	670	.01	-	588	.01	*Samples	163	-	1,430	.01	-	1,267	.01
2,554	.04	3,346	.05	-	792	.01	*Warehouse expense	5,223	.03½	7,144	.05	-	1,921	.01½
19,501	.29	24,331	.36½	(51)	4,881	.07½	Selling expenses	49,004	.31	55,049	.38½	(2,479)	8,524	.07½
3,293	.05	5,066	.07½	16	1,757	.02½	G. & A. expense	8,978	.05½	10,819	.07½	(486)	2,327	.02
22,794	.34	29,397	.44	(35)	6,638	.10	Selling and G. & A.	57,982	.36½	65,868	.46	(2,965)	10,851	.09½
$(5,603)	$(.08½)	$ 1,769	$.02½	$ 290	$(7,662)	$(.11)	Pre-tax profit or (loss)	$(16,274)	$(.10½)	$(1,316)	$(.01)	$ 4,540	$(19,498)	$(.09½)

	Current Month	Year to Date
Percent of Net Sales		
Gross Profit	12.5%	12.8%
Pre-Tax Profit or (Loss)	(4.1%)	(5.0)%

[fol. 1897]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
ALL SALES DIVISIONS
APRIL 1959

CURRENT MONTH								YEAR TO DATE							
Actual		Budget		Favorable or (unfavorable) Budget Variations			Particulars	Actual		Budget		Favorable or (unfavorable) Budget Variations			
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case	
283,245		209,376		73,869			Cases sold	1,001,234		795,220		206,014			
$663,629	$2.34½	$495,620	$2.36	$174,331	$(6,322)	$(.01½)	Gross sales	$2,370,613	$2.37	$1,878,785	$2.36½	$487,223	$ 4,605	$ .00½	
46,654	.16½	40,808	.19	(14,035)	8,189	.02½	*Freight on sales	168,955	.17	162,026	.20½	(42,233)	35,304	.03½	
2,512	.01	1,046	.00½	(369)	(1,097)	(.00½)	Spoils and allowances	6,645	.00½	3,973	.00½	(2,672)	-	-	
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-	
12,846	.04½	-	-	-	(12,846	(.04½)	*Promotions	63,093	.06½	-	-	-	(63,093)	(.06½)	
62,012	.22	41,854	.19½	(14,404)	(5,754)	(.02½)	Deductions from sales	238,693	.24	165,999	.21	(44,905)	(27,789)	(.03	
601,617	2.12½	453,766	2.16½	159,927	(12,076)	(.04	Net sales	2,131,920	2.13	1,712,786	2.15½	442,318	(23,184)	(.02½)	
513,965	1.81½	379,434	1.81	(133,703)	(828)	(.00½)	Cost of goods sold	1,822,850	1.82	1,447,040	1.82	(375,810)	-	-	
87,652	.31	74,332	.35½	26,224	(12,904)	(.04½)	Gross profit	309,070	.31	265,746	.33½	66,508	(23,184)	(.02½)	
4,017	.01½	4,443	.02	-	426	.00½	Sales administration	16,588	.01½	16,874	.02	-	286	.00½	
32,122	.11½	24,782	.12	(8,864)	1,524	.00½	Commissions	116,317	.11½	93,941	.12	(24,722)	2,346	.00½	
27,284	.09½	22,816	.11	-	(4,468)	.01½	Advertising - media	98,231	.10	90,728	.11½	-	(7,503)	.01½	
6,326	.02	6,698	.03	-	372	.01	*Coupons	6,326	.00½	6,698	.01	-	372	.00½	
10,709	.04	7,327	.03½	(2,585)	(797)	(.00½)	*Cooperative advertising	39,427	.04	27,831	.03½	(7,210)	(3,386)	(.00½)	
3,481	.01	3,183	.01½	-	(298)	.00½	Market research	13,924	.01½	12,090	.01½	-	(1,834)	-	
3,794	.01½	5,000	.02½	-	1,206	.01	*Store demonstrations	10,948	.01	20,000	.02½	-	9,052	.01½	
323	-	1,046	.00½	-	723	.00½	Miscellaneous selling	2,172	-	3,974	.00½	-	1,802	.00½	
2,270	.01	2,094	.01	-	(176)	-	*Samples	6,512	.00½	7,953	.01	-	1,441	.00½	
11,075	.04	10,461	.05	-	(614)	.01	*Warehouse expense	41,553	.04½	39,736	.05	-	(1,817)	.00½	
101,401	.36	87,850	.42	(11,449)	(2,102)	.06	Selling expenses	350,998	.35	319,825	.40½	(31,932)	759	.05½	
15,639	.05½	15,844	.07½	(2,216)	2,421	.02	G. & A. expense	56,500	.05½	60,176	.07½	(6,180)	9,856	.02	
117,040	.41½	103,694	.49½	(13,665)	319	.08	Selling and G. & A.	407,498	.40½	380,001	.48	(38,112	10,615	.07½	
$(29,388)	$(.10½)	$(29,362)	$(.14	$ 12,559	$(12,585)	$.03½	Pre-tax profit or (loss)	$(98,428)	$(.09½)	$(114,255)	$(.14½)	$ 28,396	$(12,569)	$.05	

Percent of Net Sales	Current Month	Year to Date
Gross Profit	14.6%	14.5%
Pre-Tax Profit or (Loss)	(4.9%)	(4.6%)

1973

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SALT LAKE CITY SALES DIVISION
APRIL 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
17,548		16,956		592			Cases sold	67,291		55,046		12,245		
$41,320	$2.35½	$40,016	$2.36	$ 1,397	$(93)	$(.00½)	Gross sales	$156,553	$2.32½	$129,718	$2.35½	$28,837	$(2,002)	$(.03)
5,776	.33	4,654	.27½	(163)	(959)	(.05½)	*Freight on sales	20,761	.31	15,657	.28½	(3,490)	(1,614)	(.02½)
664	.03½	85	.00½	(3)	(576)	(.03	Spoils and allowances	1,061	.01½	275	.00½	(61)	(725)	(.01
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
-	-	-	-	-	-	-	*Promotions	51	-	-	-	-	(51)	-
6,440	.36½	4,739	.28	(166)	(1,535)	(.08½)	Deductions from sales	21,873	.32½	15,932	.29	(3,551)	(2,390)	(.03½)
34,880	1.99	35,277	2.08	1,231	(1,628)	(.09	Net sales	134,680	2.00	113,786	2.06½	25,286	(4,392)	(.06½)
31,235	1.78	30,160	1.78	(1,075)	-	-	Cost of goods sold	119,940	1.78	98,048	1.78	(21,892)	-	-
3,645	.21	5,117	.30	156	(1,628)	(.09	Gross profit	14,740	.22	15,738	.28½	3,394	(4,392)	(.06½)
249	.01½	360	.02	-	111	.00½	Sales administration	1,117	.00½	1,168	.02	-	51	.00½
1,587	.09	2,001	.12	(71)	485	.03	Commissions	7,771	.11½	6,486	.12	(1,469)	184	.00½
1,432	.08	1,811	.10½	-	379	.02½	Advertising - media	5,650	.08½	6,209	.11½	-	559	.03
457	.02½	457	.02½	-	-	-	*Coupons	457	.00½	457	.01	-	-	.00½
938	.05½	593	.03½	(21)	(324)	(.02	*Cooperative advertising	3,331	.05	1,926	.03½	(429)	(976)	(.01½)
215	.01	258	.01½	-	43	.00½	Market research	945	.01½	837	.01½	-	(108)	-
59	.00½	225	.01½	-	166	.01	*Store demonstrations	490	.01	900	.01½	-	410	.00½
-	-	85	.00½	-	85	.00½	Miscellaneous selling	234	.00½	275	.00½	-	41	-
69	.00½	170	.01	-	101	.00½	*Samples	282	.00½	551	.01	-	269	.00½
270	.01½	847	.05	-	577	.03½	*Warehouse expense	1,764	.02½	2,751	.05	-	987	.02½
5,276	.30	6,807	.40	(92)	1,623	.10	Selling expenses	22,041	.33	21,560	.39½	(1,898)	1,417	.02½
968	.05½	1,283	.07½	(18)	333	.02	G. & A. expense	3,761	.05½	4,165	.07½	(367)	771	.02
6,244	.35½	8,090	.47½	(110)	1,956	.12	Selling and G. & A.	25,802	.38½	25,725	.47	(2,265)	2,188	.04½
$(2,599)	$(.14½)	$(2,973)	$(.17½)	$ 46	$ 328	$ .03	Pre-tax profit or (loss)	$(11,062)	$(.16½)	$(9,987)	$(.18½)	$ 1,129	$(2,204)	$(.02

	Current Month	Year to Date
Percent of Net Sales		
Gross Profit	10.5%	10.9%
Pre-Tax Profit or (Loss)	(7.5%)	(8.2%)

1898

[fol. 1899]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SAN FRANCISCO SALES DIVISION
APRIL 1959

CURRENT MONTH Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Favorable or (unfavorable) Budget Variations Volume	Operations	Per Case	Particulars	YEAR TO DATE Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Favorable or (unfavorable) Budget Variations Volume	Operations	Per Case
69,908		55,658		14,250			Cases sold	229,089		198,630		30,459		
$159,771	$2.28½	$132,188	$2.37½	$33,844	$(6,261)	$(.09)	Gross sales	$541,929	$2.36½	$468,752	$2.36	$ 71,883	$ 1,294	$ .00½
5,288	.07½	6,053	.11	(1,568)	2,333	.03½	*Freight on sales	19,995	.08½	22,612	.11½	(3,503)	6,120	.03
193	.00½	278	.00½	85	-	-	Spoils and allowances	567	-	993	.00½	426	-	.00½
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
12,844	.18	-	-	-	(12,844)	(.18)	*Promotions	54,412	.24	-	-	-	(54,412)	(.24)
18,325	.26	6,331	.11½	(1,483)	(10,511)	(.14½)	Deductions from sales	74,974	.32½	23,605	.12	(3,077)	(48,292)	(.20½)
141,446	2.02½	125,857	2.26	32,361	(16,772)	(.23½)	Net sales	466,955	2.04	445,147	2.24	68,806	(46,998)	(.20)
124,436	1.78	98,999	1.78	(25,437)	-	-	Cost of goods sold	408,237	1.78	353,737	1.78	(54,500)	-	-
17,010	.24½	26,858	.48	6,924	(16,772)	(.23½)	Gross profit	58,718	.26	91,410	.46	14,306	(46,998)	(.20)
991	.01½	1,181	.02	-	190	.00½	Sales administration	3,758	.01½	4,215	.02	-	457	.00½
7,347	.10½	6,609	.12	(1,710)	972	.01½	Commissions	24,879	.11	23,437	.12	(3,655)	2,213	.01
5,716	.08	5,942	.10½	-	226	.02½	Advertising - media	18,816	.08	21,962	.11	-	3,146	.03
4,038	.06	4,038	.07½	-	-	.01½	*Coupons	4,038	.02	4,038	.02	-	-	-
3,038	.04½	1,948	.03½	(499)	(591)	(.01)	*Cooperative advertising	10,571	.04½	6,952	.03½	(1,056)	(2,553)	(.01)
859	.01	846	.01½	-	(13)	.00½	Market research	3,146	.01½	3,020	.01½	-	(126)	-
1,461	.02	900	.01½	-	(561)	(.00½)	*Store demonstrations	2,987	.01½	3,600	.02	-	513	.00½
-	-	278	.00½	-	278	.00½	Miscellaneous selling	868	.00½	993	.00½	-	125	-
223	.00½	557	.01	-	334	.00½	*Samples	386	-	1,987	.01	-	1,601	.01
1,685	.02½	2,781	.05	-	1,096	.02½	*Warehouse expense	6,908	.03	9,925	.05	-	3,017	.02
25,358	.36½	25,080	.45	(2,209)	1,931	.08½	Selling expenses	76,357	.33½	80,129	.40½	(4,721)	8,493	.07
3,860	.05½	4,212	.07½	(428)	1,780	.02	G. & A. expense	12,838	.05½	15,031	.07½	(914)	3,107	.02
29,218	.42	29,292	.52½	(2,637)	3,711	.10½	Selling and G. & A.	89,195	.39	95,160	.48	(5,635)	11,600	.09
$(12,208)	$(.17½)	$(2,434)	$(.04½)	$ 4,287	$(13,061)	$(.13)	Pre-tax profit or (loss)	$(30,477)	$(.13)	$(.3,750)	$(.02)	$ 8,671	$(35,398)	$(.11)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	12.0%	12.6%
Pre-Tax Profit or (Loss)	(8.6%)	(6.5%)

1899

[fol. 1900]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
ALL SALES DIVISION
MAY 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Opera-tions	Per Case		Amount	Per Case	Amount	Per Case	Volume	Opera-tions	Per Case
276,534		211,968		64,566			Cases sold	1,277,768		1,007,188		270,580		
$639,637	$2.31½	$501,672	$2.36½	$152,699	$(14,734)	$(.05	Gross sales	$3,010,250	$2.35½	$2,380,457	$2.36½	$639,922	$(10,129)	$(.01
50,205	.18	38,651	.18	(11,554)	-	-	*Freight on sales	219,160	.17	200,677	.20	(54,116)	35,633	.03
2,094	.01	1,061	.00½	(323)	(710)	(.00½	Spoils and allowances	8,739	.00½	5,034	.00½	(1,353)	(2,352)	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
17,281	.06	-	-	-	(17,281)	(.06	*Promotions	80,374	.06½	-	-	-	(80,374)	(.06½)
69,580	.25	39,712	.18½	(11,877)	(17,991)	(.05½	Deductions from sales	308,273	.24	205,711	.20½	(55,469)	(47,093)	(.03½)
570,057	2.06½	461,960	2.18	140,822	(32,725)	(.11½	Net sales	2,701,977	2.11½	2,174,746	2.16	584,453	(57,222)	(.04½
501,159	1.81½	384,404	1.81½	(116,755)	-	-	Cost of goods sold	3,324,009	1.82	1,831,444	1.82	(492,565)	-	-
68,898	.25	77,556	.36½	24,067	(32,725)	(.11½	Gross profit	377,968	.29½	343,302	.34	91,888	(57,222)	(.04½
3,236	.01	4,498	.02	-	1,262	.01	Sales administration	19,824	.01½	21,372	.02	-	1,548	.00½
31,097	.11	25,083	.12	(7,748)	1,734	.01	Commissions	147,504	.11½	119,024	.12	(32,470)	3,990	.00½
24,607	.09	24,097	.11½	-	(510)	.02½	Advertising - media	122,838	.09½	114,825	.11½	-	(8,013)	.02
6,244	.02½	6,244	.03	-	-	.00½	*Coupons	12,570	.01	12,942	.01	-	372	-
10,293	.03½	7,419	.03½	(2,874)	-	-	*Cooperative advertising	48,720	.04	35,250	.03½	(9,470)	(4,000)	(.00½)
3,481	.01½	3,223	.01½	-	(258)	-	Market research	17,405	.01½	15,313	.01½	-	(2,092)	-
4,029	.01½	5,000	.02	-	971	.00½	*Store demonstrations	14,977	.01	25,000	.02½	-	10,023	.01½
79	-	1,061	.00½	-	982	.00½	Miscellaneous selling	2,251	-	5,035	.00½	-	2,784	.00½
1,278	.00½	2,120	.01	-	842	.00½	*Samples	7,790	.00½	10,073	.01	-	2,283	.00½
12,650	.04½	10,593	.05	-	(2,057)	.00½	*Warehouse expense	54,203	.04½	50,329	.05	-	(3,874)	.00½
96,994	.35	89,338	.42	(10,622)	2,966	.07	Selling expenses	448,082	.35	409,163	.40½	(41,940)	3,021	.05½
10,778	.04	16,048	.07½	(1,937)	7,199	.03½	G. & A. expense	67,278	.05½	76,216	.07½	(8,117)	17,055	.02
107,772	.39	105,378	.49½	(12,559)	10,165	.10½	Selling and G. & A.	515,360	.40½	485,379	.48	(50,057)	20,076	.07½
$(39,874)	$(.14)	$(27,822)	$(.13)	$ 11,508	$(22,560)	$(.01	Pre-tax profit or (loss)	$(137,392)	$(.11)	$(142,077)	$(.14)	$ 41,831	$(37,146)	$.03

Percent of Net Sales	Current Month	Year to Date
Gross Profit	12.1%	14.0%
Pre-Tax Profit or (Loss)	(6.8%)	(5.1%)

1905

[fol. 1901]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL

SALT LAKE CITY SALES DIVISION

MAY 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
19,239		13,378		5,861			Cases sold	86,530		68,424		18,106		
$ 44,232	$2.30	$ 31,572	$2.36	$ 13,832	$(1,172)	$(.06)	Gross sales	$ 200,785	$2.32	$ 161,290	$2.35½	$ 42,640	$(3,145)	$(.03½)
5,307	.27½	3,705	.27½	(1,602)	-	-	*Freight on sales	26,068	.30	19,362	.28	(5,070)	(1,636)	(.02)
468	.02½	67	.00½	(29)	(372)	(.02)	Spoils and allowances	1,529	.02	342	.00½	(91)	(1,096)	(.01½)
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
140	.01	-	-	-	(140)	(.01)	*Promotions	191	-	-	-	-	(191)	-
5,915	.31	3,772	.28	(1,631)	(512)	(.03)	Deductions from sales	27,788	.32	19,704	.28½	(5,161)	(2,923)	(.03½)
38,317	1.99	27,800	2.08	12,201	(1,684)	(.09)	Net sales	172,997	2.00	141,586	2.07	37,479	(6,068)	(.07)
34,245	1.78	23,795	1.78	(10,450)	-	-	Cost of goods sold	154,185	1.78	121,843	1.78	(32,342)	-	-
4,072	.21	4,005	.30	1,751	(1,684)	(.09)	Gross profit	18,812	.22	19,743	.29	5,137	(6,068)	(.07)
222	.01	284	.02	-	62	.01	Sales administration	1,339	.01½	1,452	.02	-	113	.00½
2,136	.11	1,579	.12	(703)	146	.01	Commissions	9,907	.11½	8,065	.12	(2,173)	331	.00½
1,518	.08	1,411	.10½	-	(107)	.02½	Advertising - media	7,168	.08½	7,620	.11½	-	452	.03
380	.02	380	.03	-	-	.01	*Coupons	837	.01	837	.01	-	-	-
644	.03½	468	.03½	(176)	-	-	*Cooperative advertising	3,854	.04½	2,394	.03½	(634)	(826)	(.01)
238	.01	203	.01½	-	(35)	.00½	Market research	1,183	.01½	1,040	.01½	-	(143)	-
145	.01	225	.01½	-	80	.00½	*Store demonstrations	635	.00½	1,125	.01½	-	490	.01
2	-	67	.00½	-	65	.00½	Miscellaneous selling	236	.00½	342	.00½	-	106	-
56	-	134	.01	-	78	.01	*Samples	338	.00½	685	.01	-	347	.00½
560	.03	669	.05	-	109	.02	*Warehouse expense	2,324	.02½	3,420	.05	-	1,096	.02½
5,901	.30½	5,420	.40½	(879)	398	.10	Selling expenses	27,821	.32½	26,980	.39½	(2,807)	1,966	.07
738	.04	1,012	.07½	(176)	450	.03½	G. & A. expense	4,499	.05	5,177	.07½	(543)	1,221	.02½
6,639	.34½	6,432	.48	(1,055)	848	.13½	Selling and G. & A.	32,320	.37½	32,157	.47	(3,350)	3,187	.09½
$(2,567)	$(.13½)	$(2,427)	$(.18)	$ 696	$(836)	$(.04½)	Pre-tax profit or (loss)	$(13,508)	$(.15½)	$12,414)	$(.18)	$(1,787)	$(2,881)	$ .02½

Percent of Net Sales	Current Month	Year to Date
Gross Profit	10.6%	10.9%
Pre-Tax Profit or (Loss)	(6.7%)	(7.8%)

1901

[fol. 1902]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL

SAN FRANCISCO SALES DIVISION

MAY 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Opera-tions	Per Case		Amount	Per Case	Amount	Per Case	Volume	Opera-tions	Per Case
78,717		54,788		23,929			Cases sold	307,806		253,418		54,388		
$ 176,332	$2.24	$ 130,122	$2.37½	$ 56,831	$(10,621)	$(.13½)	Gross sales	$ 718,261	$2.33	$ 598,874	$2.36½	$ 128,628	$(9,241)	$(.03½)
7,847	.10	5,861	.10½	(2,512)	526	.00½	*Freight on sales	27,842	.09	28,473	.11½	(6,255)	6,886	.02½
365	.00½	274	.00½	(91)	-	-	Spoils and allowances	932	.00½	1,267	.00½	335	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
17,141	.21½	-	-	-	(17,141)	(.21½)	*Promotions	71,553	.23	-	-	-	(71,553)	(.23)
25,353	.32	6,135	.11	(2,603)	(16,615)	(.21)	Deductions from sales	100,327	.32½	29,740	.12	(5,920)	(64,667)	(.20½)
150,979	1.92	123,987	2.26½	54,228	(27,236)	(.34½)	Net sales	617,934	2.00½	569,134	2.24½	122,708	(73,908)	(.24)
140,116	1.78	97,451	1.78	(42,665)	-	-	Cost of goods sold	548,353	1.78	451,188	1.78	(97,165)	-	-
10,863	.14	26,536	.48½	11,563	(27,236)	(.34½)	Gross profit	69,581	.22½	117,946	.46½	25,543	(73,908)	(.24)
862	.01	1,163	.02	-	301	.01	Sales administration	4,620	.01½	5,378	.02	-	758	.00½
8,009	.10	6,506	.12	(2,871)	1,368	.02	Commissions	32,978	.10½	29,943	.12	(6,527)	3,492	.01½
5,955	.07½	5,778	.10½	-	(177)	.03	Advertising - media	24,771	.08	27,740	.11	-	2,969	.03
3,365	.04½	3,365	.06½	-	-	.02	*Coupons	7,403	.02½	7,403	.02½	-	-	-
3,399	.04½	1,918	.03½	(838)	(643)	(.01)	*Cooperative advertising	13,970	.04½	8,870	.03½	(1,904)	(3,196)	(.01)
928	.01	833	.01½	-	(95)	.00½	Market research	4,074	.01½	3,853	.01½	-	(221)	-
694	.01	900	.01½	-	206	.00½	*Store demonstrations	3,681	.01	4,500	.02	-	819	.01
11	-	274	.00½	-	263	.00½	Miscellaneous selling	879	.00½	1,267	.00½	-	388	-
166	-	548	.01	-	382	.01	*Samples	552	-	2,535	.01	-	1,983	.01
1,548	.02	2,738	.05	-	1,190	.03	*Warehouse expense	8,456	.03	12,663	.05	-	4,207	.02
24,937	.31½	24,023	.44	(3,709)	2,795	.12½	Selling expenses	101,384	.33	104,152	.41	(8,431)	11,199	.08
2,872	.04	4,146	.07½	(718)	1,992	.03½	G. & A. expense	15,710	.05	19,177	.07½	(1,632)	5,099	.02½
27,809	.35½	28,169	.51½	(4,427)	4,787	.16	Selling and G. & A.	117,094	.38	123,329	.48½	(10,063)	16,298	.10½
$(16,946)	$(.21½)	$(1,633)	$(.03)	$ 7,136	$(22,449)	$(.18½)	Pre-tax profit or (loss)	$(47,513)	$(.15½)	$(5,383)	$(.02)	$ 15,480	$(57,610)	$(.13½)

	Current Month	Year to Date
Percent of Net Sales		
Gross Profit	7.2%	11.3%
Pre-Tax Profit or (Loss)	(11.2%)	(7.7%)

[fol. 1903]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
ALL SALES DIVISIONS
JUNE 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
213,215		200,788		12,427			Cases sold	1,490,983		1,207,976		283,007		
$429,444	$2.34	$475,321	$2.36½	$29,390	($ 5,267)	($.02½)	Gross sales	$3,509,694	$2.35½	$2,855,778	$2.36½	$669,312	($15,396)	($.01)
40,922	.19	36,114	.18	(2,237)	(2,571)	(.01)	*Freight on sales	260,082	.17½	236,791	.19½	(55,186)	31,895	.02
1,553	.00½	1,004	.00½	(549)	-	-	Spoils and allowances	10,292	.00½	6,038	.00½	(4,254)	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
11,298	.05½	-	-	-	(11,298)	(.05½)	*Promotions	91,672	.06½	-	-	-	(91,672)	(.06½)
53,773	.25	37,118	.18½	(2,786)	(13,869)	(.06½)	Deductions from sales	362,046	.24½	242,829	.20	(59,440)	(59,777)	(.04½)
445,671	2.09	438,203	2.18	26,604	(19,136)	(.09)	Net sales	3,147,648	2.11	2,612,949	2.16½	609,872	(75,173)	(.05½)
386,558	1.81½	363,775	1.81	(22,493)	(290)	(.00½)	Cost of goods sold	2,710,567	1.81½	2,195,219	1.82	(515,073)	(275)	.00½
59,113	.27½	74,428	.37	4,111	(19,426)	(.09½)	Gross profit	437,081	.29½	417,730	.34½	94,799	(75,448)	(.05)
3,195	.01½	4,262	.02	-	1,067	.00½	Sales administration	23,018	.01½	25,634	.02	-	2,615	.00½
24,485	.11½	23,765	.12	(1,491)	771	.00½	Commissions	171,989	.11½	142,789	.12	(33,961)	4,761	.00½
20,061	.09½	22,354	.11	-	2,293	.01½	Advertising - media	142,899	.09½	137,179	.11½	-	(5,720)	.02
4,446	.02	4,446	.02	-	-	-	*Coupons	17,016	.01	17,388	.01½	-	372	.00½
7,973	.04	7,029	.03½	(435)	(509)	(.00½)	*Cooperative advertising	56,693	.04	42,279	.03½	(9,905)	(4,509)	(.00½)
3,495	.01½	3,053	.01½	-	(442)	-	Market research	20,900	.01½	18,366	.01½	-	(2,534)	-
6,477	.03	-	-	-	(6,477)	(.03)	*Store demonstrations	21,454	.01½	25,000	.02	-	3,546	.00½
124	-	1,001	.00½	-	877	.00½	Miscellaneous selling	2,375	-	6,036	.00½	-	3,661	.00½
1,355	.00½	2,007	.01	-	652	.00½	*Samples	9,145	.00½	12,080	.01	-	2,935	.00½
10,951	.05	10,033	.05	-	(918)	-	*Warehouse expense	61,485	.04½	60,362	.05	-	(1,123)	.00½
82,562	.38½	77,950	.38½	(1,926)	(2,686)	-	Selling expenses	526,975	.35½	487,113	.40½	(43,866)	4,004	.05
10,394	.05	15,195	.07½	(373)	5,174	.02½	G. & A. expense	81,341	.05½	91,411	.07½	(8,490)	18,560	.02
92,956	.43½	93,145	.46	(2,299)	2,488	.02½	Selling and G. & A.	608,316	.41	578,524	.48	(52,356)	22,564	.07
$(33,843)	$(.	$(18,717)	$(.09)	$ 1,812	($16,938)	($.07)	Pre-tax profit or (loss)	$(171,235)	$(.11½)	$(160,794)	$(.13½)	$ 42,443	($52,884)	$.02

Percent of Net Sales	Current Month	Year to Date
Gross Profit	13.3%	13.9%
Pre-Tax Profit or (Loss)	(7.6%)	(5.4%)

19

[fol. 1904]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SALT LAKE CITY SALES DIVISION
JUNE 1959

CURRENT MONTH Actual Amount	CURRENT MONTH Actual Per Case	CURRENT MONTH Budget Amount	CURRENT MONTH Budget Per Case	Favorable or (unfavorable) Budget Variations Volume	Favorable or (unfavorable) Budget Variations Operations	Favorable or (unfavorable) Budget Variations Per Case	Particulars	YEAR TO DATE Actual Amount	YEAR TO DATE Actual Per Case	YEAR TO DATE Budget Amount	YEAR TO DATE Budget Per Case	Favorable or (unfavorable) Budget Variations Volume	Favorable or (unfavorable) Budget Variations Operations	Favorable or (unfavorable) Budget Variations Per Case
17,842		15,818		2,024			Cases sold	104,372		84,242		20,130		
$ 41,889	$2.35	$ 37,330	$2.36	$ 4,777	$(218)	$(.01)	Gross sales	$ 242,674	$2.32½	$ 198,620	$2.36	$ 47,507	$(3,453)	$ (.03½)
5,288	.29½	4,671	.29½	(617)	-	-	*Freight on sales	31,356	.30	24,033	.28½	(5,737)	(1,586)	(.01½)
230	.01½	79	.00½	(10)	(141)	(.01)	Spoils and allowances	1,759	.01½	421	.00½	(101)	(1,237)	(.01)
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
-	-	-	-	-	-	-	*Promotions	191	.00½	-	-	-	(191)	(.00½)
5,518	.31	4,750	.30	(627)	(141)	(.01)	Deductions from sales	33,306	.32	24,454	.29	(5,838)	(3,014)	(.03)
36,371	2.04	32,580	2.06	4,150	(359)	(.02)	Net sales	209,368	2.00½	174,166	2.07	41,669	(6,467)	(.06½)
31,759	1.78	28,135	1.78	(3,624)	-	-	Cost of goods sold	185,944	1.78	149,978	1.78	(35,966)	-	-
4,612	.26	4,445	.28	526	(359)	(.02)	Gross profit	23,424	.22½	24,188	.29	5,703	(6,467)	(.06½)
309	.01½	336	.02	-	27	.00½	Sales administration	1,648	.01½	1,788	.02	-	140	.00½
2,013	.11½	1,866	.12	(243)	96	.00½	Commissions	11,920	.11½	9,931	.12	(2,416)	427	.00½
1,631	.09	1,761	.11	-	130	.02	Advertising - media	8,799	.08½	9,381	.11	-	582	.02½
304	.01½	304	.02	-	-	.00½	*Coupons	1,141	.01	1,141	.01½	-	-	.00½
614	.03½	554	.03½	(60)	-	-	*Cooperative advertising	4,468	.04½	2,948	.03½	(705)	(815)	(.01)
338	.02	241	.01½	-	(97)	(.00½)	Market research	1,521	.01½	1,281	.01½	-	(240)	-
68	.00½	-	-	-	(68)	(.00½)	*Store demonstrations	703	.00½	1,125	.01½	-	422	.01
-	-	79	.00½	-	79	.00½	Miscellaneous selling	236	-	421	.00½	-	185	.00½
28	-	158	.01	-	130	.01	*Samples	366	.00½	843	.01	-	477	.00½
412	.02½	790	.05	-	378	.02½	*Warehouse expense	2,736	.02½	4,210	.05	-	1,474	.02½
5,717	.32	6,089	.38½	(303)	675	.06½	Selling expenses	33,538	.32	33,069	.39½	(3,121)	2,652	.07½
873	.05	1,197	.07½	(61)	385	.02½	G. & A. expense	5,680	.05½	6,374	.07½	(604)	1,298	.02
6,590	.37	7,286	.46	(364)	1,060	.09	Selling and G. & A.	39,218	.37½	39,443	.47	(3,725)	3,950	.09½
$(1,978)	$(.11)	$(2,841)	$(.18)	$(162)	$ 701	$ .07	Pre-tax profit or (loss)	$(15,794)	$(.15)	$(15,255)	$(.18)	$ 1,978	$(2,517)	$ .03

Percent of Net Sales	Current Month	Year to Date
Gross Profit	12.7%	11.2%
Pre-Tax Profit or (Loss)	(5.4%)	(7.3%)

[fol. 1905]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SAN FRANCISCO SALES DIVISION
JUNE 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
54,662		55,658		(996)			Cases sold	362,468		309,076		53,392		
$ 128,104	$2.30½	$ 132,188	$2.37½	$(2,366)	$(3,718)	$(.07	Gross sales	$ 844,365	$2.33	$ 731,062	$2.36½	$ 126,272	$(12,969)	$(.03½)
3,918	.07	5,965	.10½	105	1,942	.03½	*Freight on sales	31,760	.09	34,438	.11	(5,873)	8,551	.02
165	.00½	278	.00½	113	-	-	Spoils and allowances	1,097	.00½	1,545	.00½	448	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
11,298	.20½	-	-	-	(11,298)	(.20½)	*Promotions	82,851	.22½	-	-	-	(82,851)	(.22½)
15,381	.28	6,243	.11	218	(9,356)	(.17	Deductions from sales	115,708	.32	35,983	.11½	(5,425)	(74,300)	(.20½)
110,723	2.02½	125,945	2.26½	(2,148)	(13,074)	(.24	Net sales	728,657	2.01	695,079	2.25	120,847	(87,269)	(.24)
97,298	1.78	98,999	1.78	1,701	-	-	Cost of goods sold	645,651	1.78	550,187	1.78	(95,464)	-	-
13,425	.24½	26,946	.48½	(447)	(13,074)	(.24	Gross profit	83,006	.23	144,892	.47	25,383	(87,269)	(.24)
953	.01½	1,181	.02	-	228	.00½	Sales administration	5,573	.01½	6,559	.02	-	986	.00½
6,305	.11½	6,609	.12	120	184	.00½	Commissions	39,283	.11	36,552	.12	(6,407)	3,676	.01
4,794	.09	6,194	.11	-	1,400	.02	Advertising - media	29,565	.08	33,934	.11	-	4,369	.03
2,692	.05	2,692	.05	-	-	-	*Coupons	10,095	.03	10,095	.03	-	-	-
2,435	.04½	1,948	.03½	35	(522)	(.01	*Cooperative advertising	16,405	.04½	10,818	.03½	(1,869)	(3,718)	(.01)
1,043	.02	846	.01½	-	(197)	(.00½)	Market research	5,117	.01½	4,699	.01½	-	(418)	-
2,494	.04½	-	-	-	(2,494)	(.04½)	*Store demonstrations	6,175	.01½	4,500	.01½	-	(1,675)	-
-	-	278	.00½	-	278	.00½	Miscellaneous selling	879	-	1,545	.00½	-	666	.00½
150	.00½	556	.01	-	406	.00½	*Samples	702	-	3,091	.01	-	2,389	.01
2,051	.03½	2,781	.05	-	730	.01½	*Warehouse expense	10,507	.03	15,444	.05	-	4,937	.02
22,917	.42	23,085	.41½	155	13	(.00½)	Selling expenses	124,301	.34	127,237	.41	(8,276)	11,212	.07
2,547	.04½	4,212	.07½	30	1,635	.03	G. & A. expense	19,155	.05½	23,389	.07½	(1,602)	5,836	.02
25,464	.46½	27,297	.49	185	1,648	.02½	Selling and G. & A.	143,456	.39½	150,626	.48½	(9,878)	17,048	.09
$(12,039)	$(.22)	$(351)	$(.00½)	$(262)	(11,426)	$(.21½)	Pre-tax profit or (loss)	$(60,450)	$(.16½)	$(5,734)	$(.01½)	$ 15,505	$(70,221)	$(.15)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	12.1%	11.4%
Pre-Tax Profit or (Loss)	(10.9%)	(9.4%)

1905

[fol. 1906]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
ALL SALES DIVISIONS
JULY 1959

CURRENT MONTH Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Favorable or (unfavorable) Budget Variations: Volume	Operations	Per Case	Particulars	YEAR TO DATE Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Favorable or (unfavorable) Budget Variations: Volume	Operations	Per Case
222,515		185,666		36,849			Cases sold	1,713,498		1,393,642		319,856		
$ 522,819	$2.35	$ 439,362	$2.36½	$ 87,148	$(3,691)	$(.01½)	Gross sales	$ 4,032,513	$2.35½	$ 3,295,140	$2.36½	$ 756,459	$(19,086)	$(.01)
51,262	.23	33,972	.18½	(6,817)	(10,473)	(.04½)	*Freight on sales	310,226	.18	270,763	.19½	(62,372)	22,909	.01½
1,922	.01	927	.00½	(184)	(811)	(.00½)	Spoils and allowances	12,214	.00½	6,965	.00½	(5,249)	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
40,285	.18	-	-	-	(40,285)	(.18)	*Promotions	131,957	.08	-	-	-	(131,957)	(.08)
93,469	.42	34,899	.19	(7,001)	(51,569)	(.23)	Deductions from sales	454,397	.26½	277,728	.20	(67,621)	(109,048)	(.06½)
429,350	1.93	404,463	2.17½	80,147	(55,260)	(.24½)	Net sales	3,578,116	2.09	3,017,412	2.16½	688,838	(128,134)	(.07½)
403,490	1.81½	336,399	1.81	(66,697)	(394)	(.00½)	Cost of goods sold	3,114,057	1.82	2,531,618	1.81½	(580,539)	(1,900)	(.00½)
25,860	.11½	68,064	.36½	13,450	(55,654)	(.25)	Gross profit	464,059	.27	485,794	.35	108,299	(130,034)	(.08)
3,032	.01½	3,940	.02	-	908	.00½	Sales administration	26,051	.01½	29,574	.02	-	3,523	.00½
24,624	.11	21,968	.12	(4,422)	1,766	.01	Commissions	196,613	.11½	164,757	.12	(38,383)	6,527	.00½
22,226	.10	22,354	.12	-	128	.02	Advertising - media	165,125	.09½	159,533	.11½	-	(5,592)	.02
17,677	.08	17,677	.09½	-	-	.01½	*Coupons	34,693	.02	35,065	.02½	-	372	.00½
8,442	.04	6,497	.03½	(1,290)	(655)	(.00½)	*Cooperative advertising	65,135	.04	48,776	.03½	(11,195)	(5,164)	(.00½)
2,902	.01½	2,822	.01½	-	(80)	-	Market researeh	23,802	.01½	21,188	.01½	-	(2,614)	-
3,450	.01½	-	-	-	(3,450)	(.01½)	*Store demonstrations	24,904	.01½	25,000	.01½	-	96	-
161	-	927	.00½	-	766	.00½	Miscellaneous selling	2,536	-	6,963	.00½	-	4,427	.00½
530	-	1,858	.01	-	1,328	.01	*Samples	9,675	.00½	13,938	.01	-	4,263	.00½
8,217	.03½	9,278	.05	-	1,061	.01½	*Warehouse expense	69,702	.04	69,640	.05	-	(62)	.01
91,261	.41	87,321	.47	(5,712)	1,772	.06	Selling expenses	618,236	.36	574,434	.41	(49,578)	5,776	.05
13,320	.06	14,050	.07½	(1,105)	1,835	.01½	G. & A. expense	94,661	.05½	105,461	.07½	(9,596)	20,396	.02
104,581	.47	101,371	.54½	(6,817)	3,607	.07½	Selling and G. & A.	712,897	.41½	679,895	.48½	(59,174)	26,172	.07
$(78,721)	$(.35½)	$(33,307)	$(.18)	$ 6,633	$(52,047)	$(.17½)	Pre-tax profit or (loss)	$(248,838)	$(.14½)	$(194,101)	$(.13½)	$ 49,125	$(103,862)	$(.01)

	Current Month	Year to Date
Percent of Net Sales Gross Profit	6.0%	13.0%
Pre-Tax Profit or (Loss)	(18.3%)	(7.0%)

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[fol. 1907]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SALT LAKE CITY SALES DIVISION
JULY 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
21,871		15,656		6,215			Cases sold	126,243		99,898		26,345		
$ 51,040	$2.33½	$ 36,948	$2.36	$ 14,665	$(573)	$(.02½)	Gross sales	$ 293,714	$2.32½	$ 235,568	$2.36	$ 62,174	$ 4,028	$(.03½)
4,907	.22½	4,490	.28½	(1,771)	1,354	.06	*Freight on sales	36,263	.28½	28,523	.28½	(7,740)	-	-
80	.00½	78	.00½	(2)	-	-	Spoils and allowances	1,839	.01½	499	.00½	(132)	(1,208	(.01)
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
1,239	.05½	-	-	-	(1,239)	(.05½)	*Promotions	1,430	.01	-	-	-	(1,430)	(.01)
6,226	.28½	4,568	.29	(1,773)	115	.00½	Deductions from sales	39,532	.31	29,022	.29	(7,872)	(2,638)	(.02
44,814	2.05	32,380	2.07	12,892	(458)	(.02)	Net sales	254,182	2.01½	206,546	2.07	54,302	(6,666)	(.05½)
38,930	1.78	27,847	1.78	(11,083)	-	-	Cost of goods sold	224,874	1.78	177,825	1.78	(47,049)	-	-
5,884	.27	4,533	.29	1,809	(458)	(.02)	Gross profit	29,308	.23½	28,721	.29	7,253	(6,666)	(.05½)
266	.01½	332	.02	-	66	.00½	Sales administration	1,914	.01½	2,120	.02	-	206	.00½
2,552	.11½	1,847	.12	(746)	41	.00½	Commissions	14,472	.11½	11,778	.12	(3,161)	467	.00½
2,181	.10	1,884	.12	-	(297)	.02	Advertising - media	10,980	.08½	11,265	.11½	-	285	.03
228	.01	228	.01½	-	-	.00½	*Coupons	1,369	.01½	1,369	.01½	-	-	-
765	.03½	548	.03½	(217)	-	-	*Cooperative advertising	5,233	.04	3,496	.03½	(922)	(815)	(.00½)
254	.01	238	.01½	-	(16)	.00½	Market research	1,775	.01½	1,519	.01½	-	(256)	-
75	.00½	-	-	-	(75)	(.00½)	*Store demonstrations	778	.00½	1,125	.01	-	347	.00½
-	-	78	.00½	-	78	.00½	Miscellaneous selling	236	-	499	.00½	-	263	.00½
21	-	157	.01	-	136	.01	*Samples	387	.00½	1,000	.01	-	613	.00½
596	.02½	782	.05	-	186	.02½	*Warehouse expense	3,332	.02½	4,992	.05	-	1,660	.02½
6,938	.31½	6,094	.39	(963)	119	.07½	Selling expenses	40,476	.32	39,163	.39½	(4,083)	2,770	.07½
1,306	.06	1,185	.07½	(186)	65	.01½	G. & A. expense	6,986	.05½	7,559	.07½	(790)	1,363	.02
8,244	.37½	7,279	.46½	(1,149)	184	.09	Selling and G. & A.	47,462	.37½	46,722	.47	(4,873)	4,133	.09½
$(2,360)	$(.10½)	$(2,746)	$(.17½)	$ 660	$(274)	$ .07	Pre-tax profit or (loss)	$(18,154)	$(.14)	$(18,001)	$(.18)	$ 2,380	$(2,533)	$ .04

Percent of Net Sales	Current Month	Year to Date
Gross Profit	13.1%	11.5%
Pre-Tax Profit or (Loss)	(5.3%)	(7.1%)

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL

SAN FRANCISCO SALES DIVISION

JULY 1959

CURRENT MONTH Actual Amount	CURRENT MONTH Actual Per Case	CURRENT MONTH Budget Amount	CURRENT MONTH Budget Per Case	Favorable or (unfavorable) Budget Variations Volume	Favorable or (unfavorable) Budget Variations Operations	Favorable or (unfavorable) Budget Variations Per Case	Particulars	YEAR TO DATE Actual Amount	YEAR TO DATE Actual Per Case	YEAR TO DATE Budget Amount	YEAR TO DATE Budget Per Case	Favorable or (unfavorable) Budget Variations Volume	Favorable or (unfavorable) Budget Variations Operations	Favorable or (unfavorable) Budget Variations Per Case
52,391		50,010		2,381			Cases sold	414,859		359,086		55,773		
$ 122,750	$2.34½	$ 118,774	$2.37½	$ 5,655	$(1,679)	$(.03)	Gross sales	$ 967,115	$2.33	$ 849,836	$2.36½	$ 131,903	$(14,624)	$(.03½)
5,004	.09½	4,792	.09½	(212)	-	-	*Freight on sales	36,764	.09	39,230	.11	(6,135)	8,601	.02
570	.01	250	.00½	(12)	(308)	(.00½)	Spoils and allowances	1,667	.00½	1,795	.00½	128	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
19,499	.37½	-	-	-	(19,499)	(.37½)	*Promotions	102,350	.24½	-	-	-	(102,350)	(.24½)
25,073	.48	5,042	.10	(224)	(19,807)	(.38	Deductions from sales	140,781	.34	41,025	.11½	(6,007)	(93,749)	(.22½)
97,677	1.86½	113,732	2.27½	5,431	(21,486)	(.41	Net sales	826,334	1.99	808,811	2.25	125,896	(108,373)	(.26
93,256	1.78	88,953	1.78	(4,303)	-	-	Cost of goods sold	738,907	1.78	639,140	1.78	(99,767)	-	-
4,421	.08½	24,779	.49½	1,128	(21,486)	(.41	Gross profit	87,427	.21	169,671	.47	26,129	(108,373)	(.26
618	.01	1,061	.02	-	443	.01	Sales administration	6,191	.01½	7,620	.02	-	1,429	.00½
5,282	.10	5,939	.12	(713)	1,370	.02	Commissions	44,565	.10½	42,491	.12	(6,693)	4,619	.01½
5,111	.10	6,022	.12	-	911	.02	Advertising - media	34,676	.08½	39,956	.11	-	5,280	.02½
16,019	.30½	16,019	.32	-	-	.01½	*Coupons	26,114	.06½	26,114	.07½	-	-	.01
2,489	.05	1,750	.03½	(83)	(656)	(.01½)	*Cooperative advertising	18,894	.04½	12,568	.03½	(1,952)	(4,374)	(.01)
592	.01	760	.01½	-	168	.00½	Market research	5,709	.01½	5,459	.01½	-	(250)	-
2,459	.04½	-	-	-	(2,459)	(.04½)	*Store demonstrations	8,634	.02	4,500	.01	-	(4,134)	(.01)
15	-	250	.00½	-	235	.00½	Miscellaneous selling	894	-	1,795	.00½	-	901	.00½
131	-	500	.01	-	369	.01	*Samples	833	-	3,591	.01	-	2,758	.01
1,499	.03	2,499	.05	-	1,000	.02	*Warehouse expense	12,006	.03	17,943	.05	-	5,937	.02
34,215	.65	34,800	.69½	(796)	1,381	.04½	Selling expenses	158,516	.38	162,037	.45	(8,645)	12,166	.07
3,064	.06	3,784	.07½	(71)	791	.01½	G. & A. expense	22,219	.05½	27,173	.07½	(1,673)	6,627	.02
37,279	.71	38,584	.77	(867)	2,172	.06	Selling and G. & A.	180,735	.43½	189,210	.52½	(10,318)	18,793	.09
$(32,858)	$(.62½)	$(13,805)	$(.27½)	$ 261	$(19,314)	$(.35	Pre-tax profit or (loss)	$(93,308)	$(.22½)	$(19,539)	$(.05½)	$ 15,811	$(89,580)	$(.17

Percent of Net Sales	Current Month	Year to Date
Gross Profit	4.5%	10.6%
Pre-Tax Profit or (Loss)	(33.6%)	(11.3%)

[fol. 1909]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
ALL SALES DIVISIONS
AUGUST 1959

CURRENT MONTH Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Favorable or (unfavorable) Budget Variations: Volume	Operations	Per Case	Particulars	YEAR TO DATE Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Favorable or (unfavorable) Budget Variations: Volume	Operations	Per Case
254,634		194,749		59,885			Cases sold	1,968,132		1,588,391		379,741		
$ 591,209	$2.32	$ 460,867	$2.36½	$141,628	$(11,286)	$(.04½)	Gross sales	$ 4,623,722	$2.35	$ 3,736,007	$2.36½	$898,087	$(30,372)	$(.01½)
53,553	.21	36,213	.18½	(11,079)	(6,261)	(.02½)	*Freight on sales	366,018	.18½	306,976	.19½	(74,049)	15,007	.01
1,642	.00½	974	.00½	(568)	-	-	Spoils and allowances	13,856	.00½	7,939	.00½	(5,917)	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
37,765	.15	-	-	-	(37,765)	(.15)	*Promotions	169,722	.09	-	-	-	(169,722)	(.09)
92,960	.36½	37,187	.19	(11,747)	(44,026)	(.17½)	Deductions from sales	549,596	.28	314,915	.20	(79,966)	(154,715)	(.08)
498,249	1.95½	423,680	2.17½	129,881	(55,312)	(.22)	Net sales	4,074,126	2.07	3,441,092	2.16½	818,121	(185,087)	(.09½)
461,825	1.81½	352,999	1.81	(108,392)	(434)	(.00½)	Cost of goods sold	3,575,882	1.81½	2,884,617	1.81½	(691,265)	-	-
36,424	.14	70,681	.36½	21,489	(55,746)	(.22½)	Gross profit	498,244	.25½	556,475	.35	126,856	(185,087)	(.09½)
2,983	.01	4,132	.02	-	1,149	.01	Sales administration	29,034	.01½	33,706	.02	-	4,672	.00½
28,335	.11	23,044	.12	(7,186)	1,897	.01	Commissions	224,946	.11½	187,801	.12	(45,569)	8,424	.00½
22,840	.09	22,354	.11½	-	(486)	.02½	Advertising - media	182,430	.09½	181,887	.11½	-	(543)	.02
2,347	.01	2,245	.01	-	(102)	-	*Coupons	37,040	.02	36,938	.02½	-	(102)	.00½
9,516	.03½	6,815	.03½	(2,701)	-	-	*Cooperative advertising	74,651	.04	55,591	.03½	(13,291)	(5,769)	(.00½)
7,142	.03	2,960	.01½	-	(4,182)	(.01½)	Market research	30,944	.01½	24,148	.01½	-	(6,796)	-
1,689	.00½	-	-	-	(1,689)	(.00½)	*Store demonstrations	24,407	.01	25,000	.01½	-	593	.00½
685	.00½	974	.00½	-	289	-	Miscellaneous selling	3,221	-	7,937	.00½	-	4,716	.00½
621	-	1,946	.01	-	1,325	.01	*Samples	10,296	.00½	15,884	.01	-	5,588	.00½
9,991	.04	9,733	.05	-	(258)	.01	*Warehouse expense	79,693	.04	79,373	.05	-	(320)	.01
86,147	.33½	74,203	.38	(9,887)	(2,057)	.04½	Selling expenses	696,662	.35½	648,265	.41	(58,860)	10,463	.05½
11,164	.04½	14,738	.07½	(1,797)	5,371	.03	G. & A. expense	105,825	.05½	120,199	.07½	(11,392)	25,766	.02
97,311	.38	88,941	.45½	(11,684)	3,314	.07½	Selling and G. & A.	802,487	.41	768,464	.48½	(70,252)	36,229	.07½
$(60,887)	$(.24)	$(18,260)	$(.09)	$ 9,805	$(52,432)	$(.15)	Pre-tax profit or (loss)	$(304,243)	$(.15½)	$(211,989)	$(.13½)	$ 56,604	$(148,858)	$(.02)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	7.3%	12.2%
Pre-Tax Profit or (Loss)	(12.2)	(7.5%)

1909

[fol. 1910]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL

SALT LAKE CITY SALES DIVISION

AUGUST 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
19,645		16,143		3,502			Cases sold	145,888		116,041		29,847		
$ 45,648	$2.32½	$ 38,097	$2.36	$ 8,265	$(714)	$(.03½)	Gross sales	$ 339,362	$2.32½	$ 273,665	$2.36	$ 70,439	$(4,742)	$(.03½)
5,817	.29½	4,362	.27	(946)	(509)	(.02½)	*Freight on sales	42,080	.29	32,885	.28½	(8,506)	(689)	(.00½)
185	.01	81	.00½	(18)	(86)	(.00½)	Spoils and allowances	2,024	.01½	580	.00½	(149)	(1,295)	(.01)
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
3,211	.16½	-	-	-	(3,211)	(.16½)	*Promotions	8,083	.05½	-	-	-	(8,083)	(.05½)
9,213	.47	4,443	.27½	(964)	(3,806)	(.19½)	Deductions from sales	52,187	.36	33,465	.29	(8,655)	(10,067)	(.07)
36,435	1.85½	33,654	2.08½	7,301	(4,520)	(.23)	Net sales	287,175	1.96½	240,200	2.07	61,784	(14,809)	(.10½)
34,968	1.78	28,714	1.78	(6,254)	-	-	Cost of goods sold	259,842	1.78	206,539	1.78	(53,303)	-	-
1,467	.07½	4,940	.30½	1,047	(4,520)	(.23)	Gross profit	27,333	.18½	33,661	.29	8,481	(14,809)	(.10½)
232	.01	343	.02	-	111	.01	Sales administration	2,146	.01½	2,463	.02	-	317	.00½
2,009	.10	1,905	.12	(420)	316	.02	Commissions	16,481	.11½	13,683	.12	(3,582)	784	.00½
1,761	.09	1,853	.11½	-	92	.02½	Advertising - media	12,199	.08½	13,118	.11½	-	919	.03
152	.01	152	.01	-	-	-	*Coupons	1,521	.01	1,521	.01	-	-	-
675	.03½	565	.03½	(110)	-	-	*Cooperative advertising	5,908	.04	4,061	.03½	(1,045)	(802)	(.00½)
551	.03	245	.01½	-	(306)	(.01½)	Market research	2,326	.01½	1,764	.01½	-	(562)	-
129	.00½	-	-	-	(129)	(.00½)	*Store demonstrations	901	.00½	1,125	.01	-	224	.00½
-	-	81	.00½	-	81	.00½	Miscellaneous selling	236	-	580	.00½	-	344	.00½
48	-	161	.01	-	113	.01	*Samples	435	.00½	1,161	.01	-	726	.00½
529	.02½	807	.05	-	278	.02½	*Warehouse expense	3,861	.02½	5,799	.05	-	1,938	.02½
6,080	.30½	6,112	.38	(530)	562	.07½	Selling expenses	46,014	.31½	45,275	.39	(4,627)	3,888	.07½
860	.04½	1,222	.07½	(105)	467	.03	G. & A. expense	7,846	.05½	8,781	.07½	(895)	1,830	.02
6,940	.35	7,334	.45½	(635)	1,029	.10½	Selling and G. & A.	53,860	.37	54,056	.46½	(5,522)	5,718	.09½
$(5,473)	$(.27½)	$(2,394)	$(.15)	$ 412	$(3,491)	$(.12½)	Pre-tax profit or (loss)	$(26,527)	$(.18½)	$(20,395)	$(.17½)	$ 2,959	$(9,091)	$(.01)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	4.0%	9.5%
Pre-Tax Profit or (Loss)	(15.0%)	(9.2%)

1910

[fol. 1911]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SAN FRANCISCO SALES DIVISION
AUGUST 1959

CURRENT MONTH								YEAR TO DATE							
Actual		Budget		Favorable or (unfavorable) Budget Variations			Particulars	Actual		Budget		Favorable or (unfavorable) Budget Variations			
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case	
63,455		50,010		13,445			Cases sold	478,314		409,096		69,218			
$ 149,913	$2.27	$ 118,774	$2.37½	$ 31,932	$(6,793)	$(.10½)	Gross sales	$1,111,028	$2.32	$ 968,610	$ 2.36½	$163,701	$(21,283)	$(.04½)	
7,814	.12½	4,637	.09	(1,210)	(1,967)	(.03½)	*Freight on sales	44,578	.09½	43,867	.10½	(7,268)	6,557	.01	
329	.00½	250	.00½	(79)	-	-	Spoils and allowances	1,996	.00½	2,045	.00½	49	-	-	
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-	
15,082	.23½	-	-	-	(15,082)	(.23½)	*Promotions	113,952	.23½	-	-	-	(113,952)	(.23½)	
23,225	.36½	4,887	.09½	(1,289)	(17,049)	(.27)	Deductions from sales	160,526	.33½	45,912	.11	(7,219)	(107,395)	(.22½)	
120,688	1.90½	113,887	2.28	30,643	(23,842)	(.37½)	Net sales	950,502	1.98½	922,698	2.25½	156,482	(128,678)	(.27)	
112,950	1.78	88,953	1.78	(23,997)	-	-	Cost of goods sold	851,857	1.78	728,093	1.78	(123,764)	-	-	
7,738	.12½	24,934	.50	6,646	(23,842)	(.37½)	Gross profit	98,645	.20½	194,605	.47½	32,718	(128,678)	(.27)	
749	.01	1,061	.02	-	312	.01	Sales administration	6,940	.01½	8,681	.02	-	1,741	.00½	
7,196	.11½	5,939	.12	(1,613)	356	.00½	Commissions	51,761	.11	48,430	.12	(8,306)	4,975	.01	
5,692	.09	5,741	.11½	-	49	.02½	Advertising - media	39,095	.08	45,697	.11	-	6,602	.03	
1,941	.03	1,941	.04	-	-	.01	*Coupons	28,055	.06	28,055	.07	-	-	.01	
2,838	.04½	1,750	.03½	(471)	(617)	(.01)	*Cooperative advertising	21,732	.04½	14,318	.03½	(2,423)	(4,991)	(.01)	
1,779	.03	760	.01½	-	(1,019)	(.01½)	Market research	7,488	.01½	6,219	.01½	-	(1,269)	-	
492	.01	-	-	-	(492)	(.01)	*Store demonstrations	6,940	.01½	4,500	.01	-	(2,440)	(.00½)	
646	.01	250	.00½	-	(396)	(.00½)	Miscellaneous selling	1,540	.00½	2,045	.00½	-	505	-	
119	-	500	.01	-	381	.01	*Samples	952	-	4,091	.01	-	3,139	.01	
1,877	.03	2,499	.05	-	622	.02	*Warehouse expense	13,883	.03	20,442	.05	-	6,559	.02	
23,329	.37	20,441	.41	(2,084)	(804)	.04	Selling expenses	178,386	.37½	182,478	.44½	(10,729)	14,821	.07	
2,780	.04½	3,784	.07½	(403)	1,407	.03	G. & A. expense	24,999	.05	30,957	.07½	(2,077)	8,035	.02½	
26,109	.41½	24,225	.48½	(2,487)	603	.07	Selling and G. & A.	203,385	.42½	213,435	.52	(12,806)	22,856	.09½	
$(18,371)	$(.29)	$ 709	$ .01½	$ 4,159	$ (23,239)	$(.30½)	Pre-tax profit or (loss)	$(104,740)	$(.22)	$(18,830)	$(.04½)	$ 19,912	$(105,822)	$(.17½)	

Percent of Net Sales	Current Month	Year to Date
Gross Profit	6.4%	10.4%
Pre-Tax Profit or (Loss)	15.2%	(11.0%)

1911

[fol. 1912]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
ALL SALES DIVISIONS
SEPTEMBER 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
310,068		264,233		45,835			Cases sold	2,278,200		1,852,624		425,576		
$ 730,596	$2.35½	$ 625,260	$2.36½	$108,400	$(3,064)	$(.01)	Gross sales	$5,354,318	$2.35	$4,381,267	$2.36½	$1,006,487	$(33,436)	$(.01½)
66,156	.21½	40,686	.15½	(7,104)	(18,366)	(.06)	*Freight on sales	429,036	.19	347,662	.19	(81,374)	-	-
1,991	.00½	1,321	.00½	(670)	-	-	Spoils and allowances	15,247	.00½	9,260	.00½	(5,987)	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
42,817	.13½	-	-	-	(42,817)	(.13½)	*Promotions	212,539	.09½	-	-	-	(212,539)	(.09½)
110,964	.35½	42,007	.16	(7,774)	(61,183)	(.19½)	Deductions from sales	656,822	.29	356,922	.19½	(87,361)	(212,539)	(.09½)
619,632	2.00	583,253	2.20½	100,626	(64,247)	(.20½)	Net sales	4,697,496	2.06	4,024,345	2.17	919,126	(245,975)	(.11)
576,733	1.86	490,854	1.85½	(85,024)	(855)	(.00½)	Cost of goods sold	4,152,615	1.82	3,375,471	1.82	(777,144)	-	-
42,899	.14	92,399	.35	15,602	(65,102)	(.21)	Gross profit	544,881	.24	648,874	.35	141,982	(245,975)	(.11)
3,019	.01	5,607	.02	-	2,588	.01	Sales administration	32,053	.01½	39,313	.02	-	7,260	.00½
34,099	.11	31,262	.12	(5,500)	2,663	.01	Commissions	259,045	.11½	219,063	.12	(51,069)	11,087	.00½
35,927	.11½	22,354	.08½	-	(13,573)	(.03)	Advertising - media	218,357	.09½	204,241	.11	-	(14,116)	.01½
355	-	-	-	-	(355)	-	*Coupons	37,395	.01½	36,938	.02	-	(457)	.00½
11,422	.03½	9,248	.03½	(2,174)	-	-	*Cooperative advertising	86,073	.04	64,839	.03½	(14,895)	(6,339)	(.00½)
15,659	.05	16,318	.06	-	659	.01	Market research	46,603	.02	57,366	.03	-	10,763	.01
4,201	.01½	5,000	.02	-	799	.00½	*Store demonstrations	28,608	.01½	30,000	.01½	-	1,392	-
488	-	1,321	.00½	-	833	.00½	Miscellaneous selling	3,709	-	9,258	.00½	-	5,549	.00½
1,458	.00½	2,643	.01	-	1,185	.00½	*Samples	11,754	.00½	18,527	.01	-	6,773	.00½
10,763	.03½	13,203	.05	-	2,440	.01½	*Warehouse expense	90,456	.04	92,576	.05	-	2,120	.01
117,391	.37½	106,956	.40½	(7,674)	(2,761)	.03	Selling expenses	814,053	.36	772,121	.41½	(65,964)	24,032	.05½
11,019	.03½	19,996	.07½	(1,375)	10,352	.04	G. & A. expense	116,844	.05	140,195	.07½	(12,767)	36,118	.02½
128,410	.41	126,952	.48	(9,049)	7,591	.07	Selling and G. & A.	930,897	.41	912,316	.49	(78,731)	60,150	.08
$(85,511)	$(.27)	$(34,553)	$(.13)	$ 6,353	$(57,511)	$(.14)	Pre-tax profit or (loss)	$ (386,016)	$(.17)	$ (263,442)	$(.14)	$ 63,251	$(185,825)	$(.03)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	6.9%	11.6%
Pre-Tax Profit or (Loss)	(13.8%)	(8.2%)

[fol. 1913]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SALT LAKE CITY SALES DIVISION
SEPTEMBER 1959

CURRENT MONTH Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Favorable or (unfavorable) Budget Variations Volume	Operations	Per Case	Particulars	YEAR TO DATE Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Favorable or (unfavorable) Budget Variations Volume	Operations	Per Case
28,977		19,071		9,906			Cases sold	174,865		135,112		39,753		
$ 67,576	$2.33	$ 45,008	$2.36	$ 23,378	$(810)	$(.03)	Gross sales	$ 406,938	$2.32½	$ 318,673	$2.36	$ 93,817	$(5,552)	$(.03½)
9,298	.32	4,178	.22	(2,179)	(2,941)	(.10)	*Freight on sales	50,841	.29	37,063	.27½	(10,932)	(2,846)	(.01½)
64	-	95	.00½	31	-	.00½	Spoils and allowances	1,618	.01	675	.00½	(199)	(744)	(.00½)
-	-	-	-	-	-	-	Declines*	-	-	-	-	-	-	-
4,897	.17	-	-	-	(4,897)	(.17)	*Promotions	12,980	.07	-	-	-	(12,980)	(.07)
14,259	.49	4,273	.22½	(2,148)	(7,838)	(.26½)	Deductions from sales	65,439	.37	37,738	.28	(11,131)	(16,570)	(.09)
53,317	1.84	40,735	2.13½	21,230	(8,648)	(.29½)	Net sales	341,499	1.95½	280,935	2.08	82,686	(22,122)	(.12½)
53,173	1.83½	34,986	1.83½	(18,187)	-	-	Cost of goods sold	313,015	1.79	241,525	1.79	(71,490)	-	-
144	.00½	5,749	.30	3,043	(8,648)	(.29½)	Gross profit	28,484	.16½	39,410	.29	11,196	(22,122)	(.12½)
282	.01	405	.02	-	123	.01	Sales administration	2,428	.01½	2,868	.02	-	440	.00½
3,135	.11	2,250	.12	(1,189)	304	.01	Commissions	19,616	.11½	15,933	.12	(4,770)	1,087	.00½
3,355	.11½	1,614	.08½	-	(1,741)	(.03)	Advertising - media	15,554	.09	14,732	.11	-	(822)	.02
-	-	-	-	-	-	-	*Coupons	921	.00½	1,521	.01	-	600	.00½
1,004	.03½	667	.03½	(337)	-	-	*Cooperative advertising	6,912	.04	4,728	.03½	(1,391)	(793)	(.00½)
1,463	.05	1,188	.06	-	(275)	.01	Market research	3,789	.02	4,186	.03	-	397	.01
111	.00½	225	.01	-	114	.00½	*Store demonstrations	1,012	.00½	1,350	.01	-	338	.00½
46	-	95	.00½	-	49	.00½	Miscellaneous selling	282	-	675	.00½	-	393	.00½
63	-	191	.01	-	128	.01	*Samples	498	.00½	1,352	.01	-	854	.00½
705	.02½	953	.05	-	248	.02½	*Warehouse expense	4,566	.02½	6,752	.05	-	2,186	.02½
10,164	.35	7,588	.39½	(1,526)	(1,050)	.04½	Selling expenses	55,578	.32	54,097	.40	(6,161)	4,680	.08
1,029	.03½	1,443	.07½	(297)	711	.04	G. & A. expense	8,875	.05	10,224	.07½	(1,193)	2,542	.02½
11,193	.38½	9,031	.47	(1,823)	(339)	.08½	Selling and G. & A.	64,453	.37	64,321	.47½	(7,354)	7,222	.10½
$(11,049)	$(.38)	$(3,282)	$(.17	$ 1,220	$(8,987)	$(.21)	Pre-tax profit or (loss)	$(35,969)	$(.20½)	$(24,911)	$(.18½)	$ 3,842	$(14,900)	$(.02)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	.3%	8.3%
Pre-Tax Profit or (Loss)	(20.7%)	(10.5%)

[fol. 1914]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SAN FRANCISCO SALES DIVISION
SEPTEMBER 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
59,463		65,214		(5,751)			Cases sold	537,777		474,310		63,467		
$ 137,199	$2.30½	$ 154,883	$2.37½	$(13,659)	$(4,025)	$(.07	Gross sales	$ 1,248,227	$2.32	$ 1,123,493	$2.37	$ 150,417	$(25,683)	$(.05
4,931	.08	6,186	.09½	546	709	.01½	*Freight on sales	49,509	.09	50,053	.10½	(6,664)	7,208	.01½
186	.00½	326	.00½	140	-	-	Spoils and allowances	2,182	.00½	2,371	.00½	189	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
15,496	.26	-	-	-	(15,496)	(.26	*Promotions	129,448	.24	-	-	-	(129,448)	(.24
20,613	.34½	6,512	.10	686	(14,787)	(.24½	Deductions from sales	181,139	.33½	52,424	.11	(6,475)	(122,240)	(.22½
116,586	1.96	148,371	2.27½	(12,973)	(18,812)	(.31½	Net sales	1,067,088	1.98½	1,071,069	2.26	143,942	(147,923)	(.27½
109,115	1.83½	119,635	1.83½	10,520	-	-	Cost of goods sold	960,972	1.78½	847,728	1.79	(113,606)	362	.00½
7,471	.12½	28,736	.44	(2,453)	(18,812)	(.31½	Gross profit	106,116	.20	223,341	.47	30,336	(147,561)	(.27
579	.01	1,384	.02	-	805	.01	Sales administration	7,519	.01½	10,065	.02	-	2,546	.00½
6,103	.10½	7,744	.12	690	951	.01½	Commissions	57,864	.11	56,174	.12	(7,616)	5,928	.01
6,891	.11½	5,517	.08½	-	(1,374)	(.03	Advertising - media	45,986	.08½	51,214	.11	-	5,228	.02½
-	-	-	-	-	-	-	*Coupons	28,055	.05	28,055	.06	-	-	.01
2,661	.04½	2,282	.03½	201	(580)	(.01	*Cooperative advertising	24,393	.04½	16,600	.03½	(2,221)	(5,572)	(.01
3,003	.05	4,141	.06	-	1,138	.01	Market research	10,491	.02	14,686	.03	-	4,195	.01
397	.00½	900	.01½	-	503	.01	*Store demonstrations	7,337	.01	5,400	.01	-	(1,937)	-
94	-	326	.00½	-	232	.00½	Miscellaneous selling	1,634	.00½	2,371	.00½	-	737	-
130	.00½	652	.01	-	522	.00½	*Samples	1,082	-	4,743	.01	-	3,661	.01
1,141	.02	3,259	.05	-	2,118	.03	*Warehouse expense	15,024	.03	23,701	.05	-	8,677	.02
20,999	.35½	26,205	.40	891	4,315	.04½	Selling expenses	199,385	.37	213,009	.45	(9,837)	23,461	.08
2,113	.03½	4,935	.07½	173	2,649	.04	G. & A. expense	27,112	.05	35,892	.07½	(1,904)	10,684	.02½
23,112	.39	31,140	.47½	1,064	6,964	.08½	Selling and G. & A.	226,497	.42	248,901	.52½	(11,741)	34,145	.10½
$(15,641)	$(.26½	$(2,404)	$(.03½	$(1,389)	$(11,848)	$(.23	Pre-tax profit or (loss)	$(120,381)	$(.22	$(25,560)	$(.05½	$ 18,595	$(113,416)	$(.16½

Percent of Net Sales	Current Month	Year to Date
Gross Profit	6.4%	9.9%
Pre-Tax Profit or (Loss)	(13.4%)	(11.3%)

[fol. 1915]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
ALL SALES DIVISIONS
OCTOBER 1959

CURRENT MONTH Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Favorable or (unfavorable) Budget Variations: Volume	Operations	Per Case	Particulars	YEAR TO DATE Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Favorable or (unfavorable) Budget Variations: Volume	Operations	Per Case
354,622		354,673		(51)			Cases sold	2,632,822		2,207,297		425,525		
$840,689	$2.37	$841,349	$2.38	($ 660)	$ -	$ -	Gross sales	$6,195,007	$2.35½	$5,222,616	$2.36½	$1,006,367	($33,976)	($.01)
69,510	.19½	51,974	.14½	7	(17,543)	(.05)	*Freight on sales	498,546	.19	399,636	.18	(76,595)	(22,315)	(.01)
2,722	.01	1,773	.00½	-	(949)	(.00½)	Spoils and allowances	17,969	.00½	11,033	.00½	(6,936)	-	-
478	-	-	-	-	(478)	-	Declines	478	-	-	-	-	(478)	-
43,201	.12	-	-	-	(43,201)	(.12)	*Promotions	255,740	.10	-	-	-	(255,740)	(.10)
115,911	.32½	53,747	.15	7	(62,171)	(.17½)	Deductions from sales	772,733	.29½	410,669	.18½	(83,531)	(278,533)	(.11)
724,778	2.04½	787,602	2.22	(653)	(62,171)	(.17½)	Net sales	5,422,274	2.06	4,811,947	2.18	922,836	(312,509)	(.12)
570,438	1.61			100	17,600									
659,340	1.86	659,165	1.86	(175)	-	-	Cost of goods sold	4,811,955	1.83	4,034,636	1.83	(777,319)	-	-
65,438	.18½	128,437	.36	(828)	(62,171)	(.17½)	Gross profit	610,319	.23	777,311	.35	145,517	(312,509)	(.12)
3,345	.01	7,526	.02	-	4,181	.01	Sales administration	35,398	.01½	46,839	.02	-	11,441	.00½
39,453	.11	42,068	.12	6	2,609	.01	Commissions	298,498	.11½	281,131	.12	(51,063)	13,696	.00½
27,554	.08	22,355	.06½	-	(5,199)	(.01½)	Advertising - media	245,911	.09½	226,596	.10½	-	(19,315)	.01
3,863	.01	-	-	-	(3,863)	(.01)	*Coupons	41,258	.01½	36,938	.01½	-	(4,320)	-
13,191	.03½	12,414	.03½	(777)	-	-	*Cooperative advertising	99,264	.04	77,253	.03½	(14,893)	(7,118)	(.00½)
5,926	.01½	7,693	.02	-	1,767	.00½	Market research	52,529	.02	65,059	.03	-	12,530	.01
1,329	.00½	5,000	.01½	-	3,671	.01	*Store demonstrations	29,937	.01	35,000	.01½	-	5,063	.00½
955	-	1,773	.00½	-	818	.00½	Miscellaneous selling	4,664	-	11,031	.00½	-	6,367	.00½
1,300	.00½	3,547	.01	-	2,239	.00½	*Samples	13,062	.00½	22,074	.01	-	9,012	.00½
11,639	.03	17,723	.05	-	6,084	.02	*Warehouse expense	102,095	.03½	110,299	.05	-	8,204	.01½
108,563	.30	120,099	.34	(771)	12,307	.04	Selling expenses	922,616	.35	892,220	.40½	(65,956)	35,560	.05½
12,898	.03½	26,839	.07½	2	13,939	.04	G. & A. expense	129,742	.05	167,034	.07½	(12,736)	50,028	.02½
121,461	.33½	146,938	.41½	(769)	26,246	.08	Selling and G. & A.	1,052,358	.40	1,059,254	.48	(78,692)	85,588	.03
($ 56,023)	($.15)	($ 18,501)	($.05½)	($1,597)	($35,925)	($.09½)	Pre-tax profit or (loss)	($ 442,039)	($.17)	($ 281,943)	($.13)	$ 66,825	($226,921)	($.04)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	9.0%	11.3%
Pre-Tax Profit or (Loss)	(7.7%)	(8.2%)

19

[fol. 1916]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SALT LAKE CITY SALES DIVISION
OCTOBER 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
29,652		16,795		12,857			Cases sold	204,517		151,907		52,610		
$ 70,122	$2.36½	$ 39,552	$2.35½	$ 30,278	$ 292	$ .01	Gross sales	$ 477,060	$2.33½	$ 358,225	$2.36	$ 124,160	$(5,325)	$(.02½)
7,305	.24½	4,654	.27½	(3,536)	885	.03	*Freight on sales	58,146	.28½	41,717	.27½	(14,468)	(1,961)	(.01)
99	.00½	84	.00½	(15)	-	-	Spoils and allowances	1,717	.01	759	.00½	(263)	(695)	(.00½)
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
3,463	.11½	-	-	-	(3,463)	(.11½)	*Promotions	16,443	.08	-	-	-	(16,443)	(.08)
10,867	.36½	4,738	.28	(3,551)	(2,578)	(.08½)	Deductions from sales	76,306	.37½	42,476	.28	(14,731)	(19,099)	(.09½)
59,255	2.00	34,814	2.07½	26,727	(2,286)	(.07½)	Net sales	400,754	1.96	315,749	2.08	109,429	(24,424)	(.12)
54,411	1.83½	30,810	1.83½	(23,601)	-	-	Cost of goods sold	367,426	1.79½	272,335	1.79½	(95,091)	-	-
4,844	.16½	4,004	.24	3,126	(2,286)	(.07½)	Gross profit	33,328	.16½	43,414	.28½	14,338	(24,424)	(.12)
278	.01	356	.02	-	78	.01	Sales administration	2,706	.01½	3,224	.02	-	518	.00½
3,333	.11½	1,978	.12	(1,543)	188	.00½	Commissions	22,949	.11	17,911	.12	(6,313)	1,275	.01
2,287	.07½	1,060	.06½	-	(1,227)	(.01)	Advertising - media	17,841	.08½	15,792	.10½	-	(2,049)	.02
-	-	-	-	-	-	-	*Coupons	921	.00½	1,521	.01	-	600	.00½
1,022	.03½	588	.03½	(434)	-	-	*Cooperative advertising	7,934	.04	5,316	.03½	(1,841)	(777)	(.00½)
493	.01½	446	.02½	-	(47)	.01	Market research	4,282	.02	4,632	.03	-	350	.01
64	.00½	225	.01½	-	161	.01	*Store demonstrations	1,076	.00½	1,575	.01	-	499	.00½
79	.00½	84	.00½	-	5	-	Miscellaneous selling	361	-	759	.00½	-	398	.00½
23	-	168	.01	-	145	.01	*Samples	521	.00½	1,520	.01	-	999	.00½
667	.02	839	.05	-	172	.03	*Warehouse expense	5,233	.02½	7,591	.05	-	2,358	.02½
8,246	.28	5,744	.34½	(1,977)	(525)	.06½	Selling expenses	63,824	.31	59,841	.39½	(8,154)	4,171	.00½
1,071	.03½	1,271	.07½	(386)	586	.04	G. & A. expense	9,946	.05	11,495	.07½	(1,578)	3,127	.02½
9,317	.31½	7,015	.42	(2,363)	61	.10½	Selling and G. & A.	73,770	.36	71,336	.47	(9,732)	7,298	.11
$(4,473)	$(.15)	$(3,011)	$(.18)	$ 783	$(2,225)	$ .03	Pre-tax profit or (loss)	$(40,442)	$(.19½)	$(27,922)	$(.18½)	$ 4,606	$(17,126)	$(.01)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	8.2%	8.3%
Pre-Tax Profit or (Loss)	(7.5%)	(10.1%)

1916

[fol. 1917]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SAN FRANCISCO SALES DIVISION
OCTOBER 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
79,010		87,368		(8,358)			Cases sold	616,787		561,678		55,109		
$ 183,979	$2.33	$ 205,752	$2.35½	$(19,683)	$(2,090)	$(.02½)	Gross sales	$ 1,432,206	$2.32½	$ 1,329,245	$2.36½	$130,333	$(27,372)	$(.04
11,722	.15	6,901	.08	669	(5,490)	(.07)	*Freight on sales	61,231	.10	56,954	.10	(4,277)	-	-
447	.00½	437	.00½	(10)	-	-	Spoils and allowances	2,629	.00½	2,808	.00½	179	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
19,098	.24	-	-	-	(19,098)	(.24)	*Promotions	148,546	.24	-	-	-	(148,546)	(.24
31,267	.39½	7,338	.08½	659	(24,588)	(.31)	Deductions from sales	212,406	.34½	59,762	.10½	(4,098)	(148,546)	(.24
152,712	1.93½	198,414	2.27	(19,024)	(26,678)	(.33½)	Net sales	1,219,800	1.98	1,269,483	2.26	126,235	(175,918)	(.28
144,983	1.83½	160,277	1.83½	15,294	-	-	Cost of goods sold	1,105,955	1.79½	1,008,005	1.79½	(97,950)	-	-
7,729	.10	38,137	.43½	(3,730)	(26,678)	(.33½)	Gross profit	113,845	.18½	261,478	.46½	28,285	(175,918)	(.28
746	.01	1,854	.02	-	1,108	.01	Sales administration	8,265	.01½	11,919	.02	-	3,654	.00½
8,382	.10½	10,288	.12	1,003	903	.01½	Commissions	66,246	.11	66,462	.12	(6,613)	6,829	.01
6,144	.08	5,506	.06½	-	(638)	(.01½)	Advertising - media	52,130	.08½	56,720	.10	-	4,590	.01½
3,000	.04	-	-	-	(3,000)	(.04)	*Coupons	31,055	.05	28,055	.05	-	(3,000)	-
3,560	.04½	3,058	.03½	293	(795)	(.01)	*Cooperative advertising	27,953	.04½	19,658	.03½	(1,929)	(6,366)	(.01)
1,321	.01½	1,842	.02	-	521	.00½	Market research	11,812	.02	16,528	.03	-	4,716	.01
297	.00½	900	.01	-	603	.00½	*Store demonstrations	7,634	.01	6,300	.01	-	(1,334)	-
213	.00½	437	.00½	-	224	-	Miscellaneous selling	1,847	.00½	2,808	.00½	-	961	-
200	-	874	.01	-	674	.01	*Samples	1,282	-	5,617	.01	-	4,335	.01
1,216	.01½	4,366	.05	-	3,150	.03½	*Warehouse expense	16,240	.02½	28,067	.05	-	11,827	.02½
25,079	.32	29,125	.33½	1,296	2,750	.01½	Selling expenses	224,464	.36½	242,134	.43	(8,542)	26,212	.06½
2,876	.03½	6,611	.07½	251	3,484	.04	G. & A. expense	29,988	.05	42,503	.07½	(1,653)	14,168	.02½
27,955	.35½	35,736	.41	1,547	6,234	.05½	Selling and G. & A.	254,452	.41½	284,637	.50½	(10,195)	40,380	.09
$(20,226)	$(.25½)	$ 2,401	$ .02½	$(2,183)	$(20,444)	$(.28)	Pre-tax profit or (loss)	$(140,607)	$(.23)	$(23,159)	$(.04)	$ 18,090	$(135,538)	$(.19

Percent of Net Sales	Current Month	Year to Date
Gross Profit	5.1%	9.3%
Pre-Tax Profit or (Loss)	(13.2%)	(11.5%)

1917

[fol. 1918]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
ALL SALES DIVISIONS
NOVEMBER 1959

CURRENT MONTH Actual Amount	CURRENT MONTH Actual Per Case	CURRENT MONTH Budget Amount	CURRENT MONTH Budget Per Case	Favorable or (unfavorable) Budget Variations: Volume	Favorable or (unfavorable) Budget Variations: Operations	Favorable or (unfavorable) Budget Variations: Per Case	Particulars	YEAR TO DATE Actual Amount	YEAR TO DATE Actual Per Case	YEAR TO DATE Budget Amount	YEAR TO DATE Budget Per Case	Favorable or (unfavorable) Budget Variations: Volume	Favorable or (unfavorable) Budget Variations: Operations	Favorable or (unfavorable) Budget Variations: Per Case
389,231		338,473		50,758			Cases sold	3,022,053		2,545,770		476,283		
$ 915,828	$2.35½	$ 802,978	$2.37	$ 120,296	$(7,346)	$(.01½)	Gross sales	$ 7,110,835	$2.35	$ 6,025,494	$2.36½	$ 1,126,409	$(41,068)	$(.01½)
65,626	.17	47,904	.14	(7,106)	(10,616)	(.03	*Freight on sales	564,172	.18½	447,540	.17½	(83,350)	(33,282)	(.01
1,723	.00½	1,692	.00½	(31)	-	-	Spoils and allowances	19,692	.00½	12,725	.00½	(6,967)	-	-
1,306	.00½	-	-	-	(1,306)	(.00½)	Declines	1,784	-	-	-	-	(1,784)	-
41,203	.10½	-	-	-	(41,203)	(.10½)	*Promotions	296,943	.10	-	-	-	(296,943)	(.10
109,858	.28½	49,596	.14½	(7,137)	(53,125)	(.14	Deductions from sales	882,591	.29	460,265	.18	(90,317)	(332,009)	(.11
805,970	2.07	753,282	2.22½	113,159	(60,471)	(.15½)	Net sales	6,228,244	2.06	5,565,229	2.18½	1,036,092	(373,077)	(.12½)
722,476	1.85½	629,145	1.86	(94,410)	1,079	.00½	Cost of goods sold	5,534,431	1.83	4,663,781	1.83	(870,650)	-	-
83,494	.21½	124,137	.36½	18,749	(59,392)	(.15	Gross profit	693,813	.23	901,448	.35½	165,442	(373,077)	(.12½)
3,092	.01	7,182	.02	-	4,090	.01	Sales administration	38,490	.01	54,021	.02	-	15,531	.01
43,596	.11	40,144	.12	(6,091)	2,639	.01	Commissions	342,094	.11½	301,275	.12	(57,154)	16,335	.00½
18,577	.05	22,355	.06½	-	3,778	.01½	Advertising - media	264,488	.08½	248,951	.09½	-	(15,537)	.01
-	-	-	-	-	-	-	*Coupons	42,758	.01½	36,938	.01½	-	(5,820)	-
14,559	.03½	11,846	.03½	(2,713)	-	-	*Cooperative advertising	113,823	.04	89,099	.03½	(16,670)	(8,054)	(.00½)
6,911	.01½	7,446	.02	-	535	.00½	Market research	59,440	.02	72,505	.03	-	13,065	.01
3,457	.01	5,000	.01½	-	1,543	.00½	*Store demonstrations	33,394	.01	40,000	.01½	-	6,606	.00½
749	-	1,692	.00½	-	943	.00½	Miscellaneous selling	5,413	-	12,723	.00½	-	7,310	.00½
1,019	.00½	3,385	.01	-	2,366	.00½	*Samples	14,081	.00½	25,459	.01	-	11,378	.00½
11,957	.03	16,914	.05	-	4,957	.02	*Warehouse expense	114,052	.04	127,213	.05	-	13,161	.01
103,917	.26½	115,964	.34	(8,804)	20,851	.07½	Selling expenses	1,028,033	.34	1,008,184	.39½	(73,824)	53,975	.05½
11,683	.03	25,613	.07½	(1,523)	15,453	.04½	G. & A. expense	141,425	.04½	192,647	.07½	(14,288)	65,510	.03
115,600	.29½	141,577	.41½	(10,327)	36,304	.12	Selling and G. & A.	1,169,458	.38½	1,200,831	.47	(88,112)	119,485	.08½
$(32,106)	$(.08)	$(17,440)	$(.05)	$ 8,422	$(23,088)	$(.03	Pre-tax profit or (loss)	$(475,645)	$(.15½)	$(299,383)	$(.11½)	$ 77,330	$(253,592)	$(.04

Percent of Net Sales	Current Month	Year to Date
Gross Profit	10.4%	11.1%
Pre-Tax Profit or (Loss)	(4.0%)	(7.6%)

1918

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SALT LAKE CITY SALES DIVISION
NOVEMBER 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable (unfavorable) Budget Variations				Actual		Budget		Favorable (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Deviations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Deviations	Per Case
17,042		22,485		(5,443)			Cases sold	221,559		174,392		47,167		
$ 40,652	$2.38½	$ 52,952	$2.35½	$(12,818)	$ 518	$ .03	Gross sales	$517,712	$2.33½	$ 411,177	$2.36	$ 111,314	$(4,779)	$(.02½)
4,578	.27	5,038	.22½	1,225	(765)	(.04½)	*Freight on sales	52,724	.28½	46,755	.27	(12,735)	(3,234)	(.01½)
167	.01	112	.00½	27	(82)	(.00½)	Spoils and allowances	1,884	.01	871	.00½	(2,358)	1,345	(.00½)
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
1,937	.11	-	-	-	(1,937)	(.11)	*Promotions	16,380	.08	-	-	-	(16,380)	(.08)
6,682	.39	5,150	.23	1,252	(2,784)	(.16)	Deductions from sales	82,988	.37½	47,626	.27½	(15,093)	(20,269)	(.10)
33,970	1.99½	47,802	2.12½	(11,566)	(2,266)	(.13)	Net sales	434,724	1.96	363,551	2.08½	96,221	(25,048)	(.12½)
31,272	1.83½	41,249	1.83½	9,977	-	-	Cost of goods sold	398,698	1.80	313,584	1.80	(85,114)	-	-
2,698	.16	6,553	.29	(1,589)	(2,266)	(.13)	Gross profit	36,026	.16	49,967	.28½	11,107	(25,048)	(.12½)
139	.01	477	.02	-	338	.01	Sales administration	2,845	.01½	3,701	.02	-	856	.00½
1,943	.11½	2,648	.12	653	52	.00½	Commissions	24,892	.11	20,559	.12	(5,660)	1,327	.01
817	.05	1,464	.06½	-	667	.01½	Advertising - media	18,658	.08½	17,276	.10	-	(1,382)	.01½
-	-	-	-	-	-	-	*Coupons	921	.00½	1,521	.01	-	600	.00½
586	.03½	787	.03½	201	-	-	*Cooperative advertising	8,520	.04	6,103	.03½	(1,651)	(766)	(.00½)
312	.01½	494	.02	-	182	.00½	Market research	4,594	.02	5,126	.02½	-	532	.00½
213	.01	225	.01	-	12	-	*Store demonstrations	1,289	.00½	1,800	.01	-	511	.00½
34	-	112	.00½	-	78	.00½	Miscellaneous selling	395	-	871	.00½	-	476	.00½
61	.00½	225	.01	-	164	.00½	*Samples	582	.00½	1,745	.01	-	1,163	.00½
495	.03	1,124	.05	-	629	.02	*Warehouse expense	5,728	.02½	8,715	.05	-	2,987	.02½
4,600	.27	7,576	.33½	854	2,122	.06½	Selling expenses	68,424	.31	67,417	.38½	(7,311)	6,304	.07½
514	.03	1,702	.07½	163	1,025	.04½	G. & A. expense	10,460	.04½	13,197	.07½	(1,415)	4,152	.03
5,114	.30	9,278	.41	1,017	3,147	.11	Selling and G. & A.	78,884	.35½	80,614	.46	(8,726)	10,456	.10½
$(2,416)	$(.14)	$(2,725)	$(.12)	$(572)	$ 881	$(.02)	Pre-tax profit or (loss)	$(42,858)	$(.19½)	$(30,647)	$(.17½)	$ 2,381	$(14,592)	$(.02)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	7.9%	8.3%
Pre-Tax Profit or (Loss)	(7.1%)	(9.9%)

[fol. 1920]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SAN FRANCISCO SALES DIVISION
NOVEMBER 1959

CURRENT MONTH								YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations			Particulars	Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
105,052		74,336		30,716			Cases sold	721,839		636,014		85,825		
$ 238,837	$2.27½	$175,061	$2.35½	$ 72,336	$(8,560)	$(.08)	Gross sales	$1,671,043	$2.31½	$1,504,306	$2.36½	$ 202,976	$(36,239)	$(.05)
10,407	.10	5,984	.08	(2,457)	(1,966)	(.02)	*Freight on sales	71,638	.10	62,938	.10	(8,700)	-	-
258	.00½	372	.00½	114	-	-	Spoils and allowances	2,887	.00½	3,180	.00½	293	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
17,879	.17	-	-	-	(17,879)	(.17)	*Promotions	166,425	.23	-	-	-	(166,425)	(.23)
28,544	.27½	6,356	.08½	(2,343)	(19,845)	(.19)	Deductions from sales	240,950	.33½	66,118	.10½	(8,407)	(166,425)	(.23)
210,293	2.00	168,705	2.27	69,993	(28,405)	(.27)	Net sales	1,430,093	1.98	1,438,188	2.26	194,569	(202,664)	(.28)
192,770	1.83½	136,369	1.83½	(56,401)	-	-	Cost of goods sold	1,298,725	1.80	1,144,374	1.80	(154,351)	-	-
17,523	.16½	32,336	.43½	13,592	(28,405)	(.27)	Gross profit	131,368	.18	293,814	.46	40,218	(202,664)	(.28)
836	.01	1,577	.02	-	741	.01	Sales administration	9,101	.01½	13,496	.02	-	4,395	.00½
11,124	.09½	8,753	.12	(3,687)	1,316	.02½	Commissions	77,370	.10½	75,215	.12	(10,299)	8,144	.01½
5,016	.05	4,909	.06½	-	(107)	.01½	Advertising - media	57,146	.08	61,629	.09½	-	4,483	.01½
-	-	-	-	-	-	-	*Coupons	31,055	.04½	28,055	.04½	-	(3,000)	-
4,623	.04½	2,602	.03½	(1,075)	(946)	(.01)	*Cooperative advertising	32,576	.04½	22,260	.03½	(3,004)	(7,312)	(.01)
1,868	.02	1,636	.02½	-	(232)	.00½	Market research	13,680	.01½	18,164	.03	-	4,484	.01½
876	.01	900	.01	-	24	-	*Store demonstrations	8,510	.01	7,200	.01	-	(1,310)	-
202	-	372	.00½	-	170	.00½	Miscellaneous selling	2,049	.00½	3,180	.00½	-	1,131	-
217	.00½	743	.01	-	526	.00½	*Samples	1,499	-	6,360	.01	-	4,861	.01
1,342	.01½	3,715	.05	-	2,373	.03½	*Warehouse expense	17,582	.02½	31,782	.05	-	14,200	.02½
26,104	.25	25,207	.34	(4,762)	3,865	.09	Selling expenses	250,568	.34½	267,341	.42	(13,303)	30,076	.07½
3,154	.03	5,625	.07½	(921)	3,392	.04½	G. & A. expense	33,142	.04½	48,128	.07½	(2,575)	17,561	.03
29,258	.28	30,832	.41½	(5,683)	7,257	.13½	Selling and G. & A.	283,710	.39	315,469	.49½	(15,878)	47,637	.10½
$(11,735)	$(.11½	$ 1,504	$.02	$ 7,909	$(21,148)	$(.13½)	Pre-tax profit or (loss)	$(152,342)	$(.21)	$(21,655)	$(.03½)	$ 24,340	$(155,027)	$(.17½)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	8.3%	9.2%
Pre-Tax Profit or (Loss)	(5.6%)	(10.7%)

1920

[fol. 1921]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
ALL SALES DIVISIONS
DECEMBER 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
241,636		255,775		(14,139)			Cases sold	3,263,689		2,801,545		462,144		
$567,588	$2.35	$606,583	$2.37	$(33,509)	$(5,486)	$(.02)	Gross sales	$7,678,423	$2.35½	$6,632,077	$2.36½	$1,092,971	$(46,625)	$(.01)
48,975	.20	43,037	.16½	2,333	(8,271)	(.03½)	*Freight on sales	613,147	.19	490,577	.17½	(80,875)	(41,695)	(.01½)
2,074	.01	1,278	.00½	71	(867)	(.00½)	Spoils and allowances	21,766	.00½	14,003	.00½	(7,763)	-	-
-	-	-	-	-	-	-	Declines	1,784	-	-	-	-	(1,784)	-
45,770	.19	-	-	-	(45,770)	(.19)	*Promotions	342,713	.10½	-	-	-	(342,713)	(.10½)
98,819	.40	44,315	.17	2,404	(54,908)	(.23)	Deductions from sales	979,410	.30	504,580	.18	(88,638)	(386,192)	(.12)
470,769	1.95	562,268	2.20	(31,105)	(60,394)	(.25)	Net sales	6,699,013	2.05½	6,127,497	2.18½	1,004,333	(432,817)	(.13)
449,023	1.86	475,280	1.86	26,257	-	-	Cost of goods sold	5,983,454	1.83½	5,139,061	1.83½	(844,393)	-	-
21,746	.09	86,988	.34	(4,848)	(60,394)	(.25)	Gross profit	715,559	.22	988,436	.35	159,940	(432,817)	(.13)
2,472	.01	5,427	.02	-	2,955	.01	*Sales administration	40,962	.01	59,448	.02	-	18,486	.01
26,850	.10½	30,328	.12	1,697	1,781	.01½	Commissions	368,944	.11½	331,603	.12	(55,457)	18,116	.00½
40,679	.17	22,354	.09	-	(18,325)	(.08)	Advertising - media	305,167	.09½	271,305	.09½	-	(33,862)	-
1,100	.00½	-	-	-	(1,100)	(.00½)	*Coupons	43,858	.01½	36,938	.01½	-	(6,920)	-
9,061	.04	8,953	.03½	495	(603)	(.00½)	*Cooperative advertising	122,884	.03½	98,052	.03½	(16,175)	(8,657)	-
6,398	.02½	6,194	.02	-	(204)	(.00½)	Market research	65,838	.02	78,699	.02½	-	12,861	.00½
3,431	.01½	-	-	-	(3,431)	(.01½)	*Store demonstrations	36,825	.01	40,000	.01½	-	3,175	.00½
286	-	1,286	.00½	-	1,000	.00½	Miscellaneous selling	5,699	-	14,009	.00½	-	8,310	.00½
588	.00½	2,558	.01	-	1,970	.00½	*Samples	14,669	.00½	28,017	.01	-	13,348	.00½
13,991	.06	12,786	.05	-	(1,205)	(.01)	*Warehouse expense	128,043	.04	139,999	.05	-	11,956	.01
104,856	.43½	89,886	.35	2,192	(17,162)	(.08½)	Selling expenses	1,132,889	.34½	1,098,070	.39	(71,632)	36,813	.04½
14,601	.06	19,355	.07½	424	4,330	.01½	G. & A. expense	156,026	.05	212,002	.07½	(13,864)	69,840	.02½
119,457	.49½	109,241	.42½	2,616	(12,832)	(.07)	Selling and G. & A.	1,288,915	.39½	1,310,072	.45½	(85,496)	106,653	.07
$(97,711)	$(.40½)	$(22,253)	$(.08½)	$(2,232)	$(73,226)	$(.32)	Pre-tax profit or (loss)	$(573,356)	$(.17½)	$(321,636)	$(.11½)	$74,444	$(326,164)	$(.06)

	Current Month	Year to Date
Percent of Net Sales		
Gross Profit	4.6%	10.7%
Pre-Tax Profit or (Loss)	(20.7%)	(8.5%)

19-

[fol. 1922]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SALT LAKE CITY SALES DIVISION
DECEMBER 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
15,447		17,933		(2,486)			Cases sold	237,006		192,325		44,681		
$ 36,440	$2.36	$42,232	$2.35½	$(5,855)	$ 63	$ .00½	Gross sales	$554,152	$2.34	$453,409	$2.35½	$105,224	$(4,481)	$(.01½)
4,504	.29	4,190	.23½	584	(898)	(.05½)	*Freight on sales	67,228	.28½	50,945	.26½	(11,840)	(4,443)	(.02)
161	.01	90	.00½	12	(83)	(.00½)	Spoils and allowances	2,045	.01	961	.00½	(223)	(861)	(.00½)
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
3,594	.23½	-	-	-	(3,594)	(.23½)	*Promotions	21,974	.09	-	-	-	(21,974)	(.09)
8,259	.53½	4,280	.24	596	(4,575)	(.29½)	Deductions from sales	91,247	.38½	51,906	.27	(12,063)	(27,278)	(.11½)
28,181	1.82½	37,952	2.11½	(5,259)	(4,512)	(.29)	Net sales	462,905	1.95½	401,503	2.08½	93,161	(31,759)	(.13)
28,345	1.83½	32,898	1.83½	4,553	-	-	Cost of goods sold	427,043	1.80	346,482	1.80	(80,561)	-	-
(164)	(.01	5,054	.28	(706)	(4,512)	(.29)	Gross profit	35,862	.15½	55,021	.28½	12,600	(31,759)	(.13)
167	.01	380	.02	-	213	.01	Sales administration	3,012	.01½	4,081	.02	-	1,069	.00½
1,680	.11	2,111	.12	298	133	.01	Commissions	26,572	.11½	22,670	.12	(5,362)	1,460	.00½
2,603	.17	1,567	.08½	-	(1,036)	(.08½)	Advertising - media	21,261	.09	18,843	.10	-	(2,418)	.01
500	.03	-	-	-	(500)	(.03)	*Coupons	1,421	.00½	1,521	.01	-	100	.00½
536	.03½	628	.03½	92	-	-	*Cooperative advertising	9,056	.04	6,731	.03½	(11,564)	(761)	(.00½)
432	.03	425	.02½	-	(7)	(.00½)	Market research	5,026	.02	5,551	.02½	-	525	.00½
396	.02½	-	-	-	(396)	(.02½)	*Store demonstrations	1,685	.00½	1,800	.01	-	115	.00½
12	-	91	.00½	-	79	.00½	Miscellaneous selling	407	-	962	.00½	-	555	.00½
107	.00½	179	.01	-	72	.00½	*Samples	689	.00½	1,924	.01	-	1,235	.00½
795	.05	896	.05	-	101	-	*Warehouse expense	6,523	.02½	9,611	.05	-	3,088	.02½
7,228	.47	6,277	.35	390	(1,341)	(.18)	Selling expenses	75,652	.32	73,694	.38½	(6,926)	4,968	.06½
934	.06	1,357	.07½	75	348	.01½	G. & A. expense	11,394	.05	14,554	.07½	(1,340)	4,500	.02½
8,162	.53	7,634	.42½	465	(993)	(.10½)	Selling and G. & A.	87,046	.37	88,248	.46	(8,266)	9,468	.09
$(8,326)	$(.54)	$(2,580)	$(.14½)	$(241)	$(5,505)	$(.39½)	Pre-tax profit or (loss)	$(51,184)	$(.21½)	$(33,227)	$(.17½)	$4,334	$(22,291)	$(.04)

Percent of Net Sales	Current Month	Year to Date
Gross Profit	(.6%)	7.7%
Pre-tax Profit or (Loss)	(29.6%)	(11.1%)

1922

[fol. 1923]

PET-RITZ FOODS DIVISION
PET MILK COMPANY

PRODUCT INCOME STATEMENT

PET-RITZ PIES - RETAIL
SAN FRANCISCO SALES DIVISION
DECEMBER 14 1959

CURRENT MONTH							Particulars	YEAR TO DATE						
Actual		Budget		Favorable or (unfavorable) Budget Variations				Actual		Budget		Favorable or (unfavorable) Budget Variations		
Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case		Amount	Per Case	Amount	Per Case	Volume	Operations	Per Case
65,571		59,566		6,005			Cases sold	787,410		695,580		91,830		
$150,109	$2.30	$140,277	$2.35½	$ 14,142	$(4,310)	$(.05½)	Gross sales	$1,821,152	$2.31½	$1,644,583	$2.36½	$ 217,178	$(40,609)	$(.05)
5,497	.08½	6,176	.10½	(631)	1,310	.02	*Freight on sales	77,135	.10	69,114	.10	(8,021)	-	-
519	.01½	298	.00½	(30)	(191)	(.01)	Spoils and allowances	3,406	.00½	3,478	.00½	72	-	-
-	-	-	-	-	-	-	Declines	-	-	-	-	-	-	-
27,026	.41½	-	-	-	(27,026)	(.41½)	*Promotions	193,451	.24½	-	-	-	(193,451)	(.24½)
33,042	.51½	6,474	.11	(661)	(25,907)	(.40½)	Deductions from sales	273,992	.35	72,592	.10½	(7,949)	(193,451)	(.24½)
117,067	1.78½	133,803	2.24½	13,481	(30,217)	(.46)	Net sales	1,547,160	1.96½	1,571,991	2.26	209,229	(234,060)	(.29½)
120,323	1.83½	108,274	1.83½	(11,049)	-	-	Cost of goods sold	1,419,048	1.80	1,253,648	1.80½	(165,400)	-	.00½
(3,256)	(.05)	24,529	.41	2,432	(30,217)	(.46)	Gross profit	128,112	.16½	318,343	.45½	43,829	(234,060)	(.29)
709	.01	1,264	.02	-	555	.01	Sales administration	9,810	.01½	14,760	.02	-	4,950	.00½
6,847	.10½	7,014	.12	(721)	888	.01½	Commissions	84,217	.10½	82,229	.12	(11,020)	9,032	.01½
11,065	.17	5,206	.09	-	(5,859)	(.08)	Advertising - media	68,211	.08½	66,835	.09½	-	(1,376)	.01
600	.01	-	-	-	(600)	(.01)	*Coupons	31,655	.04	28,055	.04	-	(3,600)	-
2,903	.04½	2,085	.03½	(210)	(608)	(.01)	*Cooperative advertising	35,479	.04½	20,345	.03½	(3,214)	(7,920)	(.01)
1,836	.03	1,413	.02	-	(423)	(.01)	Market research	15,516	.02	19,577	.03	-	4,061	.01
608	.01	-	-	-	(608)	(.01)	*Store demonstrations	9,118	.01	7,200	.01	-	(1,918)	-
68	-	298	.00½	-	230	.00½	Miscellaneous selling	2,117	.00½	3,478	.00½	-	1,361	-
20	-	596	.01	-	576	.01	*Samples	1,519	-	6,956	.01	-	5,437	.01
6,025	.09	2,978	.05	-	(3,047)	(.04)	*Warehouse expense	23,607	.03	34,760	.05	-	11,153	.02
30,681	.47	20,854	.35	(931)	(8,896)	(.12)	Selling expenses	281,249	.35½	288,195	.41½	(14,234)	21,180	.06
3,971	.06	4,509	.07½	(180)	718	.01½	G. & A. expense	37,113	.05	52,637	.07½	(2,755)	18,279	.02½
34,652	.53	25,363	.42½	(1,111)	(8,178)	(.10½)	Selling and G. & A.	318,362	.40½	340,832	.49	(16,989)	39,459	.08
$(37,908)	$(.58)	$(834)	$(.01½)	$1,321	$(38,395)	$(.56½)	Pre-tax profit or (loss)	$(190,250)	$(.24)	$(22,489)	$(.03½)	$26,840	$(194,601)	$.21

Percent of Net Sales	Current Month	Year to Date
Gross Profit	(2.6%)	8.3%
Pre-Tax Profit or (Loss)	(32.4%)	(12.3%)

1923

[fol. 1924]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

PRODUCT INCOME STATEMENT - FROZEN FOODS - TRADE SALES

JANUARY 1960

	ACTUAL								FORECAST		FAVORABLE OR (UNFAVORABLE) VARIATION FROM FORECAST	
	PET-RITZ (6-PACK CASES)		SWISS MISS (12-PACK CASES)		PET (6-PACK CASES)		TOTAL TRADE SALES (EQUIV. 6-PACK)		TOTAL TRADE SALES (EQUIV. 6-PACK			
	AMOUNT	PER CASE	AMOUNT	PER CASE	AMOUNT	PER CASE	AMOUNT	PER CASE	AMOUNT	PER CASE	AMOUNT	PER CASE
SALES - CASES	274,650 CASES		4,270 CASES		1,325 CASES		284,515 CASES		389,901 CASES		(105,386 CASES)	
GROSS SALES	$664,726	$2.42	$14,569	$3.41	$4,831	$3.64½	$684,126	$2.40½	$870,299	$2.23½	$(186,173)	$ .17
FREIGHT	55,730	.20	1,205	.28	294	.22	57,229	.20	70,068	.18	12,839	(.02)
SPOILS & ADJ. CLAIMS	703	.00½	-	-	-	-	703	.00½	1,610	.00½	907	-
PROMOTIONS	48,453	.17½	1,475	.34½	-	-	49,928	.17½	77,475	.20	27,547	.02½
TOTAL SALES DEDUCTIONS	104,886	.38	2,680	.62½	294	.22	107,860	.38	149,153	.38½	41,293	.00½
NET SALES	559,840	2.04	11,889	2.78½	4,537	3.42½	576,266	2.02½	721,146	1.85	(144,880)	.17½
COST OF GOODS SOLD	443,097	1.61½	11,890	2.78½	4,110	3.10	459,097	1.61½	635,099	1.63	176,002	.01½
GROSS PROFIT	116,743	.42½	(1)	-	427	.32½	117,169	.41	86,047	.22	31,122	.19
DIRECT EXPENSES												
SELLING	79,021	.29	987	.23	567	.43	80,575	.28½	112,459	.29	31,884	.00½
G&A	7,157	.02½	114	.02½	29	.02	7,300	.02½	3,366	.01	3,934	(.01½)
PRODUCTION ADMINISTRATION	(1,614)	(.00½)	(26)	(.00½)	(6)	(.00½)	(1,646)	(.00½)	(2,625)	(.01)	979	(.00½)
TOTAL DIRECT EXPENSES	84,564	.31	1,075	.25	590	.44½	86,229	.30½	113,200	.29	26,971	(.01½)
PROFIT CONTRIBUTION	32,179	.11½	(1,076)	(.25)	(163)	(.12)	30,940	.10½	(27,153)	(.07)	58,093	.17½
ALLOCATED EXPENSES												
SELLING	30,814	.11	655	.15½	241	.18	31,710	.11	37,379	.09½	5,669	(.01½)
G&A	18,792	.07	406	.09½	135	.10	19,333	.07	19,333	.05	-	.02
PRODUCTION ADMINISTRATION	5,954	.02	95	.02½	24	.02	6,073	.02	5,938	.01½	(135)	(.00½)
TOTAL ALLOCATED EXPENSES	55,560	.20	1,156	.27½	400	.30	57,116	.20	62,650	.16	5,534	(.04)
PROFIT BEFORE TAXES	(23,381)	(.08½)	(2,232)	(.52½)	(563)	(.42)	(26,176)	(.09½)	(89,803)	(.23)	63,627	.13½
FEDERAL & STATE TAXES - 54%	(12,626)	(.04½)	(1,205)	(.28½)	(304)	(.23)	(14,135)	(.05)	(48,494)	(.12½)	(34,359)	(.07½)
NET EARNINGS	$(10,755)	$(.04)	$(1,027)	$(.24)	$ (259)	$(.19)	$(12,041)	$(.04½)	$(41,309)	$(.10½)	$ 29,268	$ .06

PRODUCT ACCOUNTING - LAK
3/4/60

192

[fol. 1925]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

CURRENT MONTH FEBRUARY 1960	ACTUAL									FORECAST		Favorable or (Unfavorable) Variation	
	Pet-Ritz (6-pack cases)		Swiss Miss (12-pack cases)		Pet (6-pack cases)		Total Trade Sales (Equiv. 6-pack cases)			Total Trade Sales (Equiv. 6-pack)			
Particulars	Amount	Per Case	Amount	Per Case	Amount	Per Case	Amount	Per Case	% Net Sales	Amount	Per Case	Amount	Per Case
Cases sold	* 404,042		36,442		1,980		478,906			397,354		81,552	
Gross sales	** $ 966,688	$2.39½	$ 124,997	$3.43	$ 6,909	$3.49	$1,098,594	$2.29½	119.4	$ 907,180	$2.28½	$ 191,414	$ .01
Deductions from sales	154,931	.38½	23,185	.63½	499	.25	178,615	.37½	19.4	155,227	.39	(23,388)	.01½
Net sales	811,757	2.01	101,812	2.79½	6,410	3.24	919,979	1.92	100.0	751,953	1.89½	168,026	.02½
Cost of good sold	666,250	1.65	89,920	2.47	5,794	2.93	761,964	1.59	82.8	648,940	1.63½	(113,024)	.04½
Gross profit	145,507	.36	11,892	.32½	616	.31	158,015	.33	17.2	103,013	.26	55,002	.07
Direct expenses													
Selling expenses	95,661	.23½	5,342	.14½	613	.31	101,616	.21½	11.0	106,232	.26½	4,616	.05
G & A expenses	3,993	.01	363	.01	17	.00½	4,373	.01	.5	3,331	.00½	(1,042)	(.00½)
Prod. admin. expenses	(3,263)	(.01)	(297)	(.01)	(14)	(.00½)	(3,574)	(.01)	(.4)	(2,625)	(.00½)	949	(.00½)
Total direct expenses	96,391	.23½	5,408	.14½	616	.31	102,415	.21½	11.1	106,938	.26½	4,523	.05
Profit contribution	49,116	.12½	6,484	.18	-	-	55,600	.11½	6.1	(3,925)	(.00½)	59,525	.11
Allocated expenses													
Selling expenses	43,787	.11	5,648	.15½	345	.17½	49,780	.10½	5.4	41,262	.10½	(8,515)	-
G & A expenses	17,651	.04½	1,605	.04½	77	.03½	19,333	.04	2.1	19,333	.05	-	.01
Prod. admin. expenses	5,391	.01½	491	.01½	24	.01½	5,906	.01	.7	5,938	.01½	32	.00½
Total allocated expenses	66,829	.17	7,744	.21½	446	.22½	75,019	.15½	8.2	66,533	.17	(8,486)	.01½
Pre-tax profit or (loss)	(17,713)	(.04½)	(1,260)	(.03½)	(446)	(.22½)	(19,419)	(.04)	(2.1)	(70,458)	(.17½)	51,039	.13½
Federal & state taxes-54%	(9,565)	(.02½)	(680)	(.02)	(241)	(.12)	(10,486)	(.02)	(1.1)	(38,047)	(.09½)	(27,561)	.07½
Net profit or (loss)	$(8,148)	$(.02)	$(580)	$(.01½)	$(205)	$(.10½)	$(8,933)	$(.02)	(1.0)	$(32,411)	$(.08)	$ 23,478	$ .06

*INCLUDES 2,760 CASES INTER-COMPANY SALES
**INCLUDES $6,328 INTER-COMPANY SALES

PRODUCT ACCOUNTING - LAK
MARCH 30, 1960

1925

[fol. 1926]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

YEAR TO DATE FEBRUARY 1960	ACTUAL									FORECAST		Favorable or (Unfavorable) Variation	
	Pet-Rite (6-pack cases)		Swiss Miss (12-pack cases)		Pet (6-pack cases)		Total Trade Sales (Equiv. 6-pack cases)			Total Trade Sales (Equiv. 6-pack)			
Particulars	Amount	Per Case	Amount	Per Case	Amount	Per Case	Amount	Per Case	% Net Sales	Amount	Per Case	Amount	Per Case
Cases sold	* 678,692		40,712		3,305		763,421			787,255		(23,834)	
Gross sales	** $1,631,414	$ 2.40½	$ 139,566	$ 3.43	$ 11,740	$ 3.55	$1,782,720	$ 2.33½	119.1	$1,777,479	$ 2.26	$ 5,241	$ .07½
Deductions from sales	259,817	.38½	25,865	.63½	793	.24	286,475	.37½	19.1	304,380	.38½	17,905	.01
Net sales	1,371,597	2.02	113,701	2.79½	10,947	3.31	1,496,245	1.96	100.0	1,473,099	1.87½	23,146	.08½
Cost of good sold	1,109,347	1.63½	101,810	2.50	9,904	2.99½	1,221,061	1.60	81.6	1,284,039	1.63½	62,978	.03½
Gross profit	262,250	.38½	11,891	.29½	1,043	.31½	275,184	.36	18.4	189,060	.24	86,124	.12
Direct expenses													
Selling expenses	174,682	.25½	6,329	.15½	1,180	.35½	182,191	.24	12.2	218,691	.27½	36,500	.03½
G & A expenses	11,150	.01½	477	.01½	46	.01½	11,673	.01½	.8	6,697	.01	(4,976)	(.00½)
Prod. admin. expenses	(4,877)	(.00½)	(323)	(.01)	(20)	(.00½)	(5,220)	.00½	(.4)	(5,250)	(.00½)	(30)	-
Total direct expenses	180,955	.26½	6,483	.16	1,206	.36½	188,644	.25	12.6	220,138	.28	31,494	.03
Profit contribution	81,295	.12	5,408	.13½	(163)	(.05)	86,540	.11	5.8	(31,078)	(.04)	117,618	.15
Allocated expenses													
Selling expenses	74,601	.11	6,303	.15½	586	.17½	81,490	.10½	5.4	78,641	.10	2,849	(.00½)
G & A expenses	36,443	.05½	2,011	.05	212	.06½	38,666	.05	2.6	38,666	.05	-	-
Prod. admin. expenses	11,345	.01½	586	.01½	48	.01½	11,979	.01½	.8	11,876	.01½	103	-
Total allocated expenses	122,389	.18	8,900	.22	846	.25½	132,135	.17	8.8	129,183	.16½	(2,952)	(.00½)
Pre-tax profit or (loss)	(41,094)	(.06)	(3,492)	(.08½)	(1,009)	(.30½)	(45,595)	(.06)	(3.0)	(160,261)	(.20½)	114,666	.14½
Federal & state taxes-Net	(22,191)	(.03½)	(1,885)	(.04½)	(545)	(.16½)	(24,621)	(.03)	(1.6)	(86,541)	(.11)	(61,920)	(.08)
Net profit or (loss).	$(18,903)	$(.02½)	$(1,607)	$(.04)	$(464)	$(.14)	$(20,974)	$(.03)	$(1.4)	$(73,720)	$(.09½)	$ 52,746	$(.06½)

*INCLUDES 2,760 CASES INTER-COMPANY SALES.
**INCLUDES $6,328 INTER-COMPANY SALES

PRODUCT ACCOUNTING - L.A.K.

1926

[fol. 1927]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

CURRENT MONTH - MARCH 1960	ACTUAL									FORECAST		Favorable or (Unfavorable) Variation	
	Pet-Ritz (6-pack cases)		Swiss Miss (12-pack cases)		Pet (6-pack cases)		Total Trade Sales (Equiv. 6-pack cases)			Total Trade Sales (Equiv. 6-pack)			
Particulars	Amount	Per Case	Amount	Per Case	Amount	Per Case	Amount	Per Case	% Net Sales	Amount	Per Case	Amount	Per Case
Cases sold	* 352,461		43,050		1,438		439,999			412,600		27,399	
Gross sales	** $860,672	$2.44	$148,129	$3.44	$ 4,998	$3.47½	$1,013,799	$2.30½	122.3	$ 943,220	$ 2.28½	$ 70,579	$ .02
Deductions from sales	155,587	.44	28,997	.67½	482	.33½	185,066	.42	22.3	165,513	.40	(19,553)	(.02)
Net sales	705,085	2.00	119,132	2.76½	4,516	3.14	828,733	1.88½	100.0	777,707	1.88½	51,026	-
Cost of good sold	563,238	1.59½	101,891	2.36½	4,476	3.11½	669,605	1.52½	80.8	671,360	1.62½	1,755	.10
Gross profit	141,847	.40½	17,241	.40	40	.02½	159,128	.36	19.2	106,347	.26	52,781	.10
Direct expenses													
Selling expenses	102,661	.29	4,628	.10½	2,700	1.88	109,989	.25	13.3	119,439	.29	9,450	.04
G & A expenses	6,796	.02	826	.02	32	.02	7,654	.01½	.9	3,665	.01	(3,989)	(.00½)
Prod. admin. expenses	(3,158)	(.01)	(769)	(.02)	(11)	(.01)	(3,938)	(.01)	(.5)	(2,625)	(.00½)	1,313	(.00½)
Total direct expenses	106,299	.30	4,685	.10½	2,721	1.89	113,705	.25½	13.7	120,479	.29½	6,774	.04
Profit contribution	35,548	.10	12,556	.29½	(2,681)	(1.86½)	45,423	.10½	5.5	(14,132)	(.03½)	59,555	.14
Allocated expenses													
Selling expenses	37,858	.10½	6,684	.15½	250	.17½	44,792	.10	5.4	42,736	.10½	(2,056)	.00½
G & A expenses	17,168	.05	2,088	.05	77	.05½	19,333	.04½	2.3	19,333	.04½	-	-
Prod. admin. expenses	5,082	.01½	618	.01½	24	.01½	5,724	.01½	.7	5,938	.01½	214	-
Total allocated expenses	60,108	.17	9,390	.22	351	.24½	69,849	.16	8.4	68,007	.16½	(1,842)	.00½
Pre-tax profit or (loss)	(24,560)	(.07)	3,166	.07½	(3,032)	(2.11)	(24,426)	(.05½)	(2.9)	(82,139)	(.20)	57,713	.14½
Federal & state taxes-54%	(13,262)	.04	1,709	.04	(1,637)	1.14	(13,190)	(.03)	(1.6)	(44,355)	(.11)	(31,165)	(.08)
Net profit or (loss)	$(11,298)	$(.03)	$1,457	$.03½	$(1,395)	$(.97)	$(11,236)	$(.02½)	(1.3)	$(37,784)	$(.09)	$ 26,548	$ .06½

* INCLUDES 4,775 CASES INTERCOMPANY SALES.
** INCLUDES $11,758 INTERCOMPANY SALES APRIL 27, 1960

1927

[fol. 1928]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

YEAR TO DATE - MARCH 1960	ACTUAL									FORECAST		Favorable or (Unfavorable) Variation	
	Pet-Ritz (6-pack cases)		Swiss Miss (12-pack cases)		Pet (6-pack cases)		Total Trade Sales (Equiv. 6-pack cases)			Total Trade Sales (Equiv. 6-pack)			
Particulars	Amount	Per Case	Amount	Per Case	Amount	Per Case	Amount	Per Case	% Net Sales	Amount	Per Case	Amount	Per Case
Cases sold	* 1,031,153		83,762		4,743		1,203,420			1,199,855		3,565	
Gross sales	** $2,492,086	$2.41½	$ 287,695	$3.43½	$ 16,738	$3.53	$2,796,519	$2.32½	120.3	$2,720,699	$ 2.26½	$ 75,820	$ .06
Deductions from sales	415,404	.40½	54,862	.65½	1,275	.27	471,541	.39½	20.3	469,893	.39	(1,648)	(.00½)
Net sales	2,076,682	2.01	232,833	2.78	15,463	3.26	2,324,978	1.93	100.0	2,250,806	1.87½	74,172	.05½
Cost of good sold	1,672,585	1.62	203,701	2.43	14,380	3.03	1,890,666	1.57	81.3	1,955,399	1.63	64,733	.06
Gross profit	404,097	.39	29,132	.35	1,083	.23	434,312	.36	18.7	295,407	.24½	138,905	.11½
Direct expenses													
Selling expenses	277,343	.27	10,957	.13	3,880	.82	292,180	.24½	12.5	338,130	.28	45,950	.03½
G & A expenses	17,946	.01½	1,303	.01½	78	.01½	19,327	.01½	.8	10,362	.01	(8,965)	(.00½)
Prod. admin. expenses	(8,035)	(.00½)	(1,092)	(.01)	(31)	(.00½)	(9,158)	(.01)	(.4)	(7,875)	(.00½)	1,283	.00½
Total direct expenses	287,254	.28	11,168	.13½	3,927	.83	302,349	.25	12.9	340,617	.28½	38,268	.03½
Profit contribution	116,843	.11	17,964	.21½	(2,844)	(.60)	131,963	.11	5.8	(45,210)	(.04)	177,173	.15
Allocated expenses													
Selling expenses	112,459	.11	12,987	.15½	836	.17½	126,282	.10½	5.4	121,377	.10	(4,905)	(.00½)
G & A expenses	53,611	.05	4,099	.05	289	.06	57,999	.04½	2.5	57,999	.05	-	.00½
Prod. admin. expenses	16,427	.01½	1,204	.01½	72	.01½	17,703	.01½	.8	17,814	.01½	111	-
Total allocated expenses	182,497	.17½	18,290	.22	1,197	.25	201,984	.16½	8.7	197,190	.16½	(4,794)	-
Pre-tax profit or (loss)	(65,654)	(.06½)	(326)	(.00½)	(4,041)	(.85)	(70,021)	(.05½)	(2.9)	(242,400)	(.20½)	172,379	.15
Federal & state taxes-54%	(35,453)	(.03½)	(176)	(.00½)	(2,182)	(.46)	(37,811)	(.03)	(1.6)	(130,896)	(.11)	(93,085)	(.08)
Net profit or (loss)	$ (30,201)	$(.03)	$(150)	$ -	$(1,859)	$(.39)	$ (32,210)	$(.02½)	(1.3)	$(111,504)	$(.09½)	$ 79,294	$ .07

*INCLUDES 7,535 CASES INTERCOMPANY SALES

**INCLUDES $18,086 INTERCOMPANY SALES

PRODUCT ACCOUNTING - LAK
[illegible] 27, 1960

1928

[fol. 1929]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

CURRENT MONTH APRIL 1960		ACTUAL										FORECAST		Favorable or (Unfavorable) Variation	
		Pet-Ritz (6-pack cases)		Swiss Miss (12-pack cases)		Pet (6-pack cases)		Total Trade Sales (Equiv. 6-pack cases)			Total Trade Sales (Equiv. 6-pack)			
Particulars		Amount	Per Case	Amount	Per Case	Amount	Per Case	Amount	Per Case	% Net Sales	Amount	Per Case	Amount	Per Case
Cases sold	*	251,341		42,510		1,681		338,042			430,044		(92,002)	
Gross sales	**	$ 627,830	$2.50	$ 146,320	$3.44	$ 6,022	$3.58	$ 780,172	$2.31	116.6	$ 989,820	$ 2.30	$(209,648)	$ .01
Deductions from sales		81,825	.32½	28,693	.67½	441	.26	110,959	.33	16.6	127,871	.29½	16,912	(.03½)
Net sales		546,005	2.17½	117,627	2.76½	5,581	3.32	669,213	1.98	100.0	861,949	2.00½	(192,736)	(.02½)
Cost of good sold		422,921	1.68½	99,424	2.33½	4,116	2.45	526,461	1.55½	78.7	672,692	1.56½	146,231	.01
Gross profit		123,084	.49	18,203	.43	1,465	.87	142,752	.42½	21.3	189,257	.44	(46,505)	(.01½)
Direct expenses														
Selling expenses		74,939	.30	4,320	.10	686	.40½	79,945	.23½	11.9	111,679	.25½	31,734	.02
G & A expenses		9,338	.03½	1,636	.04	61	.03½	11,035	.03½	1.6	10,541	.02½	(494)	(.01)
Prod. admin. expenses		(2,819)	(.01)	(941)	(.02)	(20)	(.01)	(3,780)	(.01)	(.5)	(3,000)	(.00½)	780	.00½
Total direct expenses		81,458	.32½	5,015	.12	727	.43	87,200	.26	13.0	119,220	.27½	32,020	.01½
Profit contribution		41,626	.16½	13,188	.31	738	.44	55,552	.16½	8.3	70,037	.16½	(14,485)	-
Allocated expenses														
Selling expenses		29,907	.12	6,492	.15	301	.18	36,700	.11	5.5	47,045	.11	10,345	-
G & A expenses		16,472	.06½	2,745	.06½	116	.07	19,333	.05½	2.9	19,333	.04½	-	(.01)
Prod. admin. expenses		4,893	.02	823	.02	32	.02	5,748	.02	.8	5,938	.01½	190	(.00½)
Total allocated expenses		51,272	.20½	10,060	.23½	449	.27	61,781	.18½	9.2	72,316	.17	10,535	(.01½)
Pre-tax profit or (loss)		(9,646)	(.04)	3,128	.07½	289	.17	(6,229)	(.02)	(.9)	(2,279)	(.00½)	(3,950)	(.01½)
Federal & state taxes-54%		(5,209)	(.02)	1,689	.04	156	.09	(3,364)	(.01)	(.5)	(1,231)	(.00½)	2,133	.00½
Net profit or (loss)		$(4,437)	$(.02)	$ 1,439	$ .03½	$ 133	$.08	$(2,865)	$(.01)	(.4)	$(1,048)	$ -	$(1,817)	$(.01)

*INCLUDES 600 CASES INTERCOMPANY SALES.
**INCLUDES $1,752 INTERCOMPANY SALES.
PRODUCT ACCOUNTING
MAY 23, 1960

1929

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Revised Budget 4/1

CURRENT MONTH MAY 1960		ACTUAL								BUDGET		Favorable or (Unfavorable) Variation	
		Pet-Ritz (6-pack cases)		Swiss Miss (12-pack cases)		Pet (6-pack cases)		Total Trade Sales (Equiv. 6-pack cases)			Total Trade Sales (Equiv. 6-pack)		
Particulars		Amount	Per Case	Amount	Per Case	Amount	Per Case	Amount	Per Case	% Net Sales	Amount	Per Case	Amount	Per Case
Cases sold	*	285,197		31,136 (3,272)		1,876		349,345			451,508		(102,163)	
Gross sales	**	$ 713,734	$2.50½	$ 106,981	$3.43½	$ 6,810	$3.63	$ 827,525	$2.37	115.3	$1,052,238	$2.33	$(224,713)	$ .04
Deductions from sales		92,838	.32½	15,809	.50½	1,368	.73	110,015	.31½	15.3	134,516	.30	24,501	(.01½)
Net sales		620,896	2.18	91,172	2.93	5,442	2.90	717,510	2.05½	100.0	917,722	2.03	(200,212)	.02½
Cost of good sold		486,122	1.70½	71,014	2.28	4,729	2.52	561,865	1.61	78.3	706,715	1.56	144,850	(.05)
Gross profit		134,774	.47½	20,158	.65	713	.38	155,645	.44½	21.7	211,007	.47	(55,362)	(.02½)
Direct expenses														
Selling expenses		86,213	.30	4,686	.15	1,037	.55	91,936	.26½	12.8	125,093	.27½	33,157	.01
G & A expenses		8,636	.03	968	.03	53	.03	9,657	.03	1.3	10,543	.02½	886	(.00½)
Prod. admin. expenses		(3,198)	(.01)	(719)	(.02)	(21)	(.01)	(3,938)	(.01½)	(.5)	(3,000)	(.00½)	938	.01
Total direct expenses		91,651	.32	4,935	.16	1,069	.57	97,655	.28	13.6	132,636	.29½	34,981	.01½
Profit contribution		43,123	.15½	15,223	.49	(356)	(.19)	57,990	.16½	8.1	78,371	.17½	(20,381)	(.01)
Allocated expenses														
Selling expenses		33,033	.11½	4,952	.16	341	.18	38,326	.11	5.3	50,028	.11	11,702	-
G & A expenses		17,284	.06	1,933	.06	116	.06	19,333	.05½	2.7	19,333	.04	-	(.01½)
Prod. admin. expenses		5,154	.02	578	.02	32	.02	5,764	.01½	.8	5,938	.01½	174	-
Total allocated expenses		55,471	.19½	7,463	.24	489	.26	63,423	.18	8.8	75,299	.16½	11,876	(.01½)
Pre-tax profit or (loss)		(12,348)	(.04)	7	.25	(845)	(.45)	(5,433)	(.01½)	(.7)	3,072	.01	(8,505)	(.02½)
Federal & state taxes-54%		(6,668)	(.02½)	4,190	.13½	(456)	(.24½)	(2,934)	(.01)	(.4)	1,659	.00½	4,593	.02½
Net profit or (loss)		$(5,680)	$(.01½)	$ 3,570	$ .11½	$(389)	$(.20½)	$(2,499)	$(.00½)	(.3)	$ 1,413	$ .00½	$(3,912)	$ -

PRODUCT ACCOUNTING - CJ
DEC 24, 1960

* INCLUDES 7,690 CASES INTERCOMPANY SALES
** INCLUDES $18,465 INTERCOMPANY SALES

[fol. 1931]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

FISCAL YEAR TO DATE MAY 1960

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	Total Trade Sales % Net Sales	FORECAST: Total Trade Sales (Equiv. 6-pack) Amount	FORECAST Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	536,538		73,646		3,557		687,387			881,552		(194,165)	
Gross sales	$1,341,564	$ 2.50	$253,301	$3.44	$12,832	$ 3.61	$1,607,697	$ 2.34	115.9	$2,042,058	$2.32	$(434,361)	$(.02)
Deductions from sales	174,663	.32½	44,502	.60½	1,809	.51	220,974	.32	15.9	262,387	.30	41,413	.02
Net sales	1,166,901	2.17½	208,799	2.83½	11,023	3.10	1,386,723	2.02	100.0	1,779,671	2.02	(392,948)	-
Cost of good sold	909,043	1.69½	170,438	2.31½	8,845	2.48½	1,088,326	1.58½	78.5	1,379,407	1.56	291,081	(.02½)
Gross profit	257,858	.48	38,361	.52	2,178	.61½	298,397	.43½	21.5	400,264	.46	(101,867)	(.02½)
Direct expenses													
Selling expenses	161,152	.30	9,006	.12	1,723	.48½	171,881	.25	12.4	236,772	.27	64,891	.02
G & A expenses	17,974	.03	2,604	.03½	114	.03	20,692	.03	1.5	21,084	.02½	392	(.00½)
Prod. admin. expenses	(6,017)	(.01)	(1,660)	(.02)	(41)	(.01)	(7,718)	(.01)	(.6)	(6,000)	(.00½)	1,718	.00½
Total direct expenses	173,109	.32	9,950	.13½	1,796	(.50½)	184,855	.27	13.3	251,856	.29	67,001	.02
Profit contribution	64,749	.16	28,411	.38½	382	.11	113,542	.16½	8.2	148,408	.17	(34,866)	.00½
Allocated expenses													
Selling expenses	62,940	.11½	11,444	.15½	642	.18	75,026	.11	5.4	97,073	.11	22,047	-
G & A expenses	33,756	.06½	4,678	.06½	232	.06½	38,666	.05½	2.8	38,666	.04½	-	(.01)
Prod. admin. expenses	10,047	.02	1,401	.02	64	.02	11,512	.01½	.8	11,876	.01½	364	-
Total allocated expenses	106,743	.20	17,523	.24	938	.26½	125,204	.18	9.0	147,615	.17	22,411	(.01)
Pre-tax profit or (loss)	(21,994)	(.04)	10,888	.14½	(556)	(.15½)	(11,662)	(.01½)	(.8)	793	.00	(12,455)	(.01½)
Federal & state taxes-54%	(11,877)	(.02)	5,879	.08	(300)	(.08½)	(6,298)	(.01)	(.4)	428	.00	6,726	.01
Net profit or (loss)	$ (10,117)	$(.02)	$ 5,009	$ .06½	$ (256)	$(.07)	$ (5,364)	$(.00½)	(.4)	$ 365	$ .00	$ (5,729)	$(.00½)

PRODUCT ACCOUNTING - JE

JUNE 24, 1960

[fol. 1932]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Current Month June 1960

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	Total Trade Sales % Net Sales	Revised Budget 4/1 FORECAST Total Trade Sales (Equiv. 6-pack) Amount	Forecast Per Case	Favorable or (Unfavorable) Variation Amount	Variation Per Case
Cases sold	241,803		25,498		1,977		294,776			403,962		(109,186)	
Gross sales	$619,818	2.56½	$87,831 (50.99¢)	3.44½	$ 6,790	3.43½	$914,439	2.42½	117.4	$965,550	2.39	(51,111)	.03½
Deductions from sales	7,490	.36	17,993	.70½	367	.18½	105,850	.36	17.4	126,010	.31	20,160	(.05)
Net sales	532,328	2.20½	69,838	2.74	6,423	3.25	608,589	2.06½	100.0	839,540	2.08	(230,951)	(.01½)
Cost of good sold	436,234	1.80½	61,193	2.44½	8,516	4.31	507,043	1.72	83.7	639,343	1.58½	132,300	(.13½)
Gross profit	96,094	.40	7,545	.29½	(2,093)	(1.06)	101,546	.34½	16.3	200,197	.49½	(98,651)	(.15)
Direct expenses													
Selling expenses	87,363	.36	4,308	.17	754	.38	92,425	.31½	15.2	128,815	.32	36,390	.00½
G & A expenses	12,911	.05½	1360	.05½	104	.05½	14,375	.05	2.4	7,500	.02½	(4,875)	(.03½)
Prod. admin. expenses	(2,384)	(.01)	(505)	(.02)	(21)	(.01)	(2,910)	(.01)	(.5)	(3004)	(.01)	(90)	
Total direct expenses	97,890	.40½	5163	.20½	837	.42½	103,890	.35½	17.1	135,315	.33½	31,425	1.02
Profit contribution	(1796)	(.00½)	2,382	.09	(2930)	(1.48½)	(2,344)	(.01)	(.3)	64,882	.16	(67,226)	(.17)
Allocated expenses													
Selling expenses	28,953	.12	3,923	.15½	340	.17	33,216	.11	5.4	46,677	.11½	12,461	.00½
G & A expenses	17,361	.07	1,837	.07	135	.07	19,333	.06	3.2	19,333	.04½	-	(.01½)
Prod. admin. expenses	4,985	.02	515	.02	39	.02	5,439	.02	.9	5,939	.01½	499	(.00½)
Total allocated expenses	51,199	.21	6,275	.24½	514	.26	57,988	.19	9.5	70,945	.17½	12,960	(.01½)
Pre-tax profit or (loss)	(52,995)	(.21½)	(3,893)	(.15½)	(3,444)	(1.74½)	(60,332)	(.20)	(10.3)	(4,066)	(.01)	(54,266)	(.18½)
Federal & state taxes-54%	(28,617)	(.11½)	(2,102)	(.08½)	(1,860)	(.94)	(32,579)	(.11)	(5.6)	(3,276)	(.01)	29,303	.10
Net profit or (loss)	(24,378)	(.10)	(1,791)	(.07)	(1,584)	(.80½)	(27,753)	(.09)	(4.7)	(2,790)	(.00½)	(24,963)	(.08½)

Aug. 22, 1960
Asst. Accounting Dir.

** Includes $4,504 Intracompany Sales
* Includes 1548 Cases Intra... Sales

Form No. 2213B-174-5C 3/60

1932

[fol. 1933]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Fiscal Year: 1 April to 31st June 1960

Particulars	ACTUAL Pet-Ritz (6-pack cases) Amount	Per Case	Swiss Miss (12-pack cases) Amount	Per Case	Pet (6-pack cases) Amount	Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Per Case	% Net Sales	Revised Budget 4/ FORECAST Total Trade Sales (Equiv. 6-pack) Amount	Per Case	Favorable or (Unfavorable) Variation Amount	Per Case
Cases sold	778,341		99,144		5,534		982,163			1,285,454		(303,291)	
Gross sales	$1,961,382	2.52	341,132	3.44	19,622	3.54½	2,322,136	2.36½	116.4	$3,007,609	$2.34	($685,473)	$.02½
Deductions from sales	262,153	.33½	62,495	.63	2,176	.39½	326,824	.33½	16.4	461,397	.35½	61,573	(.03)
Net sales	1,699,229	2.18½	278,637	2.81	17,446	3.15	1,995,312	2.03	100.0	2,619,211	2.03½	(623,899)	(.00½)
Cost of good sold	1,345,297	1.73	232,731	2.34½	17,361	3.13½	1,595,369	1.62½	80.0	2,018,750	1.57	423,381	(.05½)
Gross profit	353,952	.45½	45,906	.46½	85	.01½	399,943	.40½	20.0	600,461	.46½	(200,518)	(.06)
Direct expenses													
Selling expenses	248,515	.32	13,314	.13½	2477	.44½	264,306	.27	13.2	365,587	.25½	101,281	.01½
G & A expenses	30,885	.04	3,964	.04	218	.04	35,067	.03½	1.8	25,439	.02½	(4,493)	(.01)
Prod. admin. expenses	(8,401)	(.01)	(2,165)	(.02)	(62)	(.01)	(10,628)	(.01)	(.5)	(12,000)	(.01)	1,628	-
Total direct expenses	270,999	.35	15,113	.15½	2633	.47½	288,745	.29½	14.5	387,171	.30	98,426	.00½
Profit contribution	82,953	.10½	30,793	.31	(2548)	(.46)	111,198	.11	5.5	213,290	.16½	(102,092)	(.05½)
Allocated expenses													
Selling expenses	91,893	.12	15,367	.15½	982	.17½	108,242	.11	5.4	142,750	.11	34,508	-
G & A expenses	51,117	.06½	6,515	.06½	367	.06½	57,949	.06	2.9	57,949	.04½	-	(.01½)
Prod. admin. expenses	14,932	.02	1,916	.02	163	.02	16,951	.01½	.9	17,814	.01½	863	-
Total allocated expenses	157,942	.20½	23,798	.24	1452	.26	183,192	.18½	9.2	218,513	.17	35,371	(.01½)
Pre-tax profit or (loss)	(74,989)	(.10)	6,995	.07	(4000)	(.72)	(71,994)	(.07½)	(3.7)	(5,223)	(-)	(66,721)	(.07)
Federal & state taxes-54%	(40,494)	(.05½)	3,777	.04	(2,160)	(.39)	(38,877)	(.04)	(1.9)	(2,848)	(-)	36,029	.03½
Net profit or (loss)	(34,495)	(.04½)	3,218	.03	(1,840)	(.33)	(33,117)	(.03½)	(1.8)	(2,425)	(-)	(30,692)	(.03½)

July 22, 1960
Product Accounting CPS

Form No. 2213B-174-5C 3/60

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Present Month - June 1960	ACTUAL										Revised Budget 4/1 ~~Forecast~~		Favorable or (Unfavorable) Variation	
	Pet-Ritz (6-pack cases)		Swiss Miss (12-pack cases)		Pet (6-pack cases)		Total Trade Sales (Equiv. 6-pack cases)				Total Trade Sales (Equiv. 6-pack)			
Particulars	Amount	Per Case	Amount	Per Case	Amount	Per Case	Amount	Per Case	% Net Sales		Amount	Per Case	Amount	Per Case
Cases sold	* 14948		22426 14252		2,338		296,676				385,195		(88,519)	
Gross sales	$627,179	2.51½	$ 77,523	3.46	$ 7,707	3.29½	$712,569	2.40½	117.0		$922,346	$2.39½	($209,777)	.01
Deductions from sales	8,314	.35	14,097	.63	1,457	.63½	103,652	.35	17.0		119,700	.31	16,052	(.04)
Net sales	618,865	2.16	63,426	2.83	6,250	2.76	608,917	2.05½	100		802,646	2.08½	(193,725)	(.03)
Cost of good sold	448,264	1.57	57,339	2.55½	9,204	3.91	509,796	1.72	83.7		607,270	1.57½	97,474	(.14½)
Gross profit	170,601	.59	6,157	.27½	(2,952)	(1.26)	99,115	.33½	16.3		195,376	.51	(96,261)	(.17½)
Direct expenses														
Selling expenses	60,634	.24	4,274	.19	890	.38	65,200	.22	10.7		119,240	.31	54,040	.09
G & A expenses	13,724	.05	1,276	.05½	122	.05	15,126	.05	2.5		9,545	.02½	(5,581)	(.02½)
Prod. admin. expenses	(2,850)	(.01)	(518)	(.02)	(37)	(.01)	(3,397)	(.01)	(.6)		(3,375)	(.01)	22	
Total direct expenses	70,969	.28½	5,035	.22½	995	.42	76,929	.26	12.6		125,410	.32½	48,481	.06½
Profit contribution	99,632	.39½	1,122	.05	(3,443)	(1.47)	22,186	.07½	3.7		69,966	.18½	(47,780)	(.11)
Allocated expenses														
Selling expenses	29,624	.12	3,606	.16	385	.16½	33,615	.11½	5.5		43,654	.11½	10,039	-
G & A expenses	17,520	.07	1,806	.07	174	.07½	19,333	.06½	3.2		19,333	.05		(.01½)
Prod. admin. expenses	5,369	.02	453	.02	47	.02	5,918	.02	1.0		5,935	.01½	40	(.00)
Total allocated expenses	52,553	.21	5,865	.25	606	.26	58,946	.19½	9.7		68,925	.18	10,079	(.00)
Pre-tax profit or (loss)	(28,917)	(.11½)	(4,533)	(.20)	(4049)	(1.73)	(36,660)	(.12½)	(6.0)		1,041	.00½	(37,701)	(.13)
Federal & state taxes-52%	(15,161)	(.06)	(2,448)	(.11)	(2196)	(.93½)	(19,796)	(.06½)	(3.3)		562	.00½	20,358	.07
Net profit or (loss)	$(13,916)	(.05)	$(2,085)	(.09)	$(1,863)	(.79½)	$(16,864)	(.06)	(2.7)		$ 479	$ -	$(17,343)	(.06)

* Excludes 250 cases Tuna Salad

Form No. 2213B-174-6C 3/60

1934

[fol. 1935]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Fiscal Year to Date - July 1960

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	Total Trade Sales % Net Sales	Revised Budget 4/ FORECAST Total Trade Sales (Equiv. 6-pack) Amount	FORECAST Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	1,027,827		161,570		7,872		1,277,239			1,670,649		(321,810)	
Gross sales	$2,588,661	2.52	$418,715	3.44½	$27,229	3.47	$3,034,554	2.37½	116.5	$3,927,754	$2.35	$( )	½
Deductions from sales	350,467	.34	76,582	.63	3,433	.43½	430,482	.34	16.5	580,097	.30½	77,615	(.03½)
Net sales	2,238,194	2.18	341,133	2.81½	23,796	3.03½	2,604,223	2.03½	100.0	3,421,957	2.04½	(817,634)	(.01)
Cost of good sold	1,788,826	1.74	290,670	2.39½	26,067	3.33½	2,105,163	1.64½	80.8	2,632,250	1.57	520,853	(.07½)
Gross profit	449,368	.44	50,463	.43	(2,373)	(.30)	499,060	.39	19.2	789,837	.47½	(296,779)	(.08½)
Direct expenses													
Selling expenses	309,551	.30	17,588	.14½	3,867	.42½	329,006	.25½	12.7	484,127	.29	155,321	.03½
G & A expenses	66,613	.06½	5,240	.04	349	.04½	72,202	.04	1.9	40,129	.02½	(10,064)	(.01½)
Prod. admin. expenses	(11,256)	(.01)	(2,680)	(.02)	(89)	(.01)	(14,025)	(.01)	(.5)	(13,375)	(.01)	1,650	-.-
Total direct expenses	341,909	.33½	20,148	.16½	3,618	.46	365,674	.28½	14.1	512,521	.30½	146,907	.02
Profit contribution	107,460	.10½	30,315	.26½	(5,991)	(.76)	133,384	.10½	5.1	297,316	.17	(149,872)	(.06½)
Allocated expenses													
Selling expenses	121,517	.12	18,915	.15½	1,367	.17½	141,587	.11	5.4	196,151	.11	44,547	-.-
G & A expenses	68,710	.06½	8,081	.07	541	.06½	77,332	.06	3.0	77,332	.04½	-.-	(.01½)
Prod. admin. expenses	20,101	.02	2,399	.02	150	.02	22,650	.02	.9	33,752	.01½	902	(.00½)
Total allocated expenses	210,327	.20½	29,453	.24½	2,058	.26	242,038	.19	9.3	287,483	.17	45,450	(.02)
Pre-tax profit or (loss)	(102,867)	(.10)	2,862	.02	(8,049)	(1.02)	(108,654)	(.08½)	(4.2)	(4,332)	-	(104,422)	(.08½)
Federal & state taxes-54%	(55,656)	(.05½)	329	.01	(4,346)	(.55)	(58,673)	(.04½)	(2.3)	(2,354)	-	56,327	.04½
Net profit or (loss)	$(47,211)	(.04½)	$1,133	.01	$(3,703)	(.47)	$(49,981)	(.04)	(1.9)	$(1,978)	$ -	$(48,035)	(.04)

Prod. Dev. Accounting
w/o CPM.

Form No. 2213B-174-6C 3/60

1935

[fol. 1936]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Period Ended August 1962

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	Total Trade Sales Net Sales	~~FORECAST~~ Revised Budget Total Trade Sales (Equiv. 6-pack) Amount	Revised Budget Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	149,712		33,876		2,429		269,893			395,390		(125,497)	
Gross sales	506,356	$3.54	117,575	$3.47	$ 7,659	$3.14½	631,960	$3.37	118.0	944,223	$2.39	(312,263)	$(.05)
Deductions from sales	74,729	37½	20,732	.61	1,125	46½	96,586	.36	18.0	122,995	.31	26,309	(.05)
Net sales	432,027	3.16	96,843	2.86	6,514	2.68	535,374	1.98	100.0	821,228	2.08	(285,954)	(.10)
Cost of good sold	370,103	2.47½	99,869	2.95	7,170	2.96	479,142	1.77½	89.5	623,578	1.58	144,436	(.19½)
Gross profit	59,124	.30	(3,026)	(.09)	(676)	(.28)	56,232	.20½	10.5	197,750	.50	(141,518)	(.29½)
Direct expenses													
Selling expenses	67,812	.33½	3,391	.10	782	.32	71,405	.26½	13.4	127,894	.32½	56,408	.06
G & A expenses	11,950	.06	2,000	.06	151	.06	14,001	.05	2.6	9,300	.02½	(4,701)	(.02½)
Prod. admin. expenses	(2,607)	(.01½)	(1,057)	(.03)	(29)	(.01½)	(4,293)	(.01½)	(.8)	(3,375)	(.01)	959	.00½
Total direct expenses	75,954	.38	4,304	.13½	904	.37	81,153	.30	15.2	133,819	.34	52,666	.04
Profit contribution	(16,830)	(.08)	(7,340)	(.21½)	(1,571)	(.65)	(24,941)	(.09½)	(4.7)	63,931	.16	89,872	(.25½)
Allocated expenses													
Selling expenses	23,784	.12	5,242	.15½	382	.15½	27,606	.11	5.5	44,655	.11	15,077	-
G & A expenses	16,356	.08	2,754	.08	193	.08	19,333	.07	3.6	19,333	.05	- - -	(.02)
Prod. admin. expenses	5,284	.02½	855	.02½	59	.02½	5,998	.02	1.1	5,933	.01½	- - -	(.00½)
Total allocated expenses	45,364	.22	8,881	.26	634	.26	54,877	.20	10.2	69,956	.17½	15,077	(.02½)
Pre-tax profit or (loss)	(61,194)	(.30½)	(16,221)	(.47½)	(2,205)	(.91)	(79,818)	(.29½)	(14.9)	(6,025)	(.01½)	(73,795)	(.28)
Federal & state taxes-54%	(23,153)	(.16½)	(8,759)	(.25½)	(1,190)	(.49)	(43,102)	(.16)	(8.1)	(3,254)	(.01)	39,848	.15
Net profit or (loss)	$(28,241)	$(.14)	$(7,462)	$(.22)	$(1,015)	$(.42)	$(36,716)	(.13½)	(6.8)	(2,771)	(.00½)	$(33,947)	(.13)

Product Accounting CMS

Form No. 2213B-174-6C 3/60

1936

[fol. 1937]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	% Net Sales	Revised Budget ~~Forecast~~ Total Trade Sales (Equiv. 6-pack) Amount	Revised Budget Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
ases sold	1,227,[illegible]		155,046		16,361		1,548,732			2,066,039		(517,307)	
ross sales	$3,[illegible]67,407	$ 2.52	$ 53[illegible]	$ 3.45	$ 50,708	3.39½	$3,666,665	$ 2.37	116.8	$4,824,177	$ 2.36	($1,157,512)	$ .01
eductions from sales	425,196	.34½	97,314	.62½	4,558	.44½	527,068	.34	16.8	630,992	.30½	103,924	(.03½)
et sales	2,670,231	2.17½	438,966	2.82½	30,410	2.95	3,139,597	2.03	100.0	4,243,185	2.05½	(1,103,588)	(.02½)
ost of good sold	2,166,[illegible]89	1.76	[illegible]	2.51	33,459	3.24½	2,584,327	1.67	82.3	3,249,598	1.57½	665,271	(.09½)
oss profit	509,292	.41½	49,027	.31½	(3,049)	(.29½)	555,270	.36	17.7	993,587	.48	(438,317)	(.12)
irect expenses													
Selling expenses	375,864	.30½	[illegible]	.13½	4,109	.40½	400,992	.26	12.8	612,721	.29½	211,729	.03½
G & A expenses	56,463	.04½	7,240	.04½	441	.05	64,194	.04	2.0	49,429	.02½	(14,765)	(.01½)
Prod. admin. expenses	(14,465)	(.01)	(3,767)	(.02½)	(127)	(.01½)	(18,359)	(.01)	(.6)	(15,750)	(.01)	2,609	-
old direct expenses	417,862	.34	[illegible]	.15½	4,513	.44	446,827	.29	14.2	646,400	.31	199,573	.02
rofit contribution	91,430	.07½	24,575	.16	(7,562)	(.73½)	108,443	.07	3.5	307,187	.17	(238,744)	(.10)
llocated expenses													
Selling expenses	145,501	.12	24,215	.15½	1,749	.17	171,465	.11	5.5	231,089	.11½	59,624	.00½
G & A expenses	85,666	.07	10,865	.07	734	.07½	96,665	.06	3.1	96,665	.04½	-	(.01½)
Prod. admin. expenses	25,324	.02	3,254	.02	209	.02	28,787	.02	.9	29,690	.01½	903	.00½
otal allocated expenses	256,491	.21	38,334	.24½	2,692	.26	296,917	.19	9.5	357,444	.17½	60,527	(.01½)
re-tax profit or (loss)	(164,461)	(.13½)	(13,759)	(.08½)	(10,254)	(.99½)	(188,474)	(.12)	(6.0)	(10,257)	(.00½)	(178,217)	(.11½)
deral & state taxes-54%	(88,809)	(.07½)	(7,430)	(.04½)	(5,536)	(.53½)	(101,775)	(.06½)	(3.2)	(5,546)	(.00½)	96,235	.06
t profit or (loss)	(75,652)	(.06)	(6,329)	(.04)	(4718)	(.46)	(86,699)	(.05½)	(2.8)	(4,717)	-	(81,982)	(.05½)

Product Accounting CMS
September 20, 1960

Form No. 2213B-174-6C 3/60

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Particulars	ACTUAL Pet-Ritz (6-pack cases) Amount	Per Case	Swiss Miss (12-pack cases) Amount	Per Case	Pet (6-pack cases) Amount	Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Per Case	Net Sales	FORECAST Total Trade Sales (Equiv. 6-pack) Amount	Per Case	Favorable or (Unfavorable) Variation Amount	Per Case
Cases sold	275,283		82,996		1,297		448,572			456,951		(8,387)	
Gross sales	$671,081	$2.44	$293,343	$3.52	$4,706	$3.63	$968,130	$2.18½	120.5	1,093,207	2.33½	$(85,177)	$(.15)
Deductions from sales	103,719	.38	60,644	.73	209	.16	164,577	.37	20.5	131,359	.29	(33,218)	(.08)
Net sales	567,362	2.06	231,694	2.79	4,497	3.47	803,553	1.81½	100.0	962,848	2.04½	(118,375)	(.23)
Cost of good sold	454,422	1.6519 1.65	215,427	2.5956 2.59½	4,361	3.36½	674,270	1.52½	83.9	705,110	1.56½	30,840	.04
Gross profit	112,940	.41	16,267	.19½	136	.10½	129,283	.29	16.1	216,538	.48	(87,535)	(.19)
Direct expenses													
Selling expenses	69609	.25	5,148	.06	1,402	1.08	76,159	.17	9.5	113395	.26	41,236	.09
G & A expenses	11,497	.04½	3,476	.04	62	.05	15,035	.03½	1.9	10,503	.02½	(4,532)	(.01)
Prod. admin. expenses	(2,338)	(.01)	(7,408)	(.01½)	(9)	(.01)	(2755)	(.01)	(.5)	(3375)	(.01)	320	- -
Total direct expenses	78,768	.28½	1,216	.09½	1,455	1.12	87,439	.19½	10.9	124,523	.27½	37,084	.08
Profit contribution	34,172	.12½	9,051	.11	(1,319)	(1.01½)	41,844	.09½	5.2	92,315	.20½	(56,471)	(.11)
Allocated expenses													
Selling expenses	31,294	.11½	12,854	.15½	235	.18	44,383	.10	5.5	50,217	.11	5,834	.01
G & A expenses	14,790	.05½	4,466	.05½	77	.06	19,333	.04½	2.4	19,333	.04½	- 0 -	- -
Prod. admin. expenses	3,543	.01½	1,277	.01½	23	.02	5,938	.01½	.8	5938	.01½	- -	- -
Total allocated expenses	50,627	.18½	18,692	.22½	335	.26	69,654	.16	8.7	75,488	.17	5834	.01
Pre-tax profit or (loss)	(16,515)	(.06)	(9,641)	(.11½)	(1,654)	(1.27½)	(27,810)	(.06½)	(3.5)	16,827	.03½	(44,637)	(.10)
Federal & state taxes-54%	(8,918)	(.03)	(5,206)	(.06)	(813)	(.69)	(15,017)	(.03½)	(1.9)	9,087	.02	24,104	.05½
Net profit or (loss)	$(7,597)	$(.03)	$(4,435)	$(.05½)	$(761)	$(.58½)	$(12,793)	(.03)	(1.6)	$7,740	.01½	$(20,533)	$(.04½)

Subject Accounting — Includes 80 cwt. Intercompany Sales At R.T., 770 cases Swiss Miss

Date Oct. 19, 1960 — Includes $174.00 Intercompany Sales At R.T., $2533 Swiss Miss

[fol. 1939]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Year to Date Sept 1960	ACTUAL								Revised under 4/ FORECAST		Favorable or (Unfavorable) Variation	
	Pet-Ritz (6-pack cases)		Swiss Miss (12-pack cases)		Pet (6-pack cases)		Total Trade Sales (Equiv. 6-pack cases)			Total Trade Sales (Equiv. 6-pack)		
Particulars	Amount	Per Case	Amount	Per Case	Amount	Per Case	Amount	Per Case	Net Sales	Amount	Per Case	Amount	Per Case
Cases sold	1,553,243		231,442		11,598		1,391,725			2,516,998		(525,273)	
Gross sales	$3766,414	$2.50½	$933,613	$3.41½	$31,674	$3.42	$4,634,795	$3.32½	17.5	$7,927,424	$3.35½	($1,292,629)	($.03)
Deductions from sales	528,590	.35	157,963	.66	4,767	.41	691,320	.34½	17.5	762,351	.30½	71,031	(.04)
Net sales	3,237,908	2.15½	670,662	2.81½	34,907	3.01	3,943,475	1.98	100.0	5,165,133	2.05	(221,658)	(.07)
Cost of good sold	2,615,411	1.74	605,366	2.54	37,820	3.26	3,258,597	1.63½	82.6	3,954,718	1.57	696,111	(.06½)
Gross profit	622,497	.41½	65,296	.27½	(2,913)	(.25)	684,878	.34½	17.4	1,210,415	.48	(525,547)	(.13½)
Direct expenses													
Selling expenses	445,473	.29½	26,127	.11	5,551	.48	477,151	.24	12.1	730,116	.29	252,965	.05
G & A expenses	67,960	.04½	10,716	.04½	555	.04½	79,229	.04	2.0	59,932	.02½	(19,297)	(.01½)
Prod. admin. expenses	(16,903)	(.01)	(5,175)	(.02)	(136)	(.01)	(22,114)	(.01)	(.5)	(5,193)	(.01)	2,989	-0-
Total direct expenses	496,530	.33	31,668	.13½	5,968	.51½	534,266	.27	13.6	776,903	.30½	236,657	.03½
Profit contribution	125,967	.08½	33,628	.14	(8,881)	(.76½)	150,612	.07½	3.8	433,512	.17½	(288,770)	(.10)
Allocated expenses													
Selling expenses	176,795	.12	37,069	.15½	1,984	.17	215,848	.11	5.5	281,306	.11	65,458	-0-
G & A expenses	99,356	.06½	15,331	.06½	811	.07	115,998	.06	2.9	115,998	.04½	-0-	(.01½)
Prod. admin. expenses	29,867	.02	4,626	.02	232	.02	34,725	.01½	.9	35,628	.01½	903	-0-
Total allocated expenses	306,518	.20½	57,026	.24	3,027	.26	366,571	.18½	9.3	432,932	.17	66,361	(.01½)
Pre-tax profit or (loss)	(180,651)	(.12)	(23,400)	(.10)	(11,908)	(1.02½)	(215,957)	(.11)	(5.5)	6,570	.00½	(222,529)	(.11½)
Federal & state taxes-54%	(97,552)	(.06½)	(12,636)	(.05½)	(6,429)	(.55½)	(116,617)	(.06)	(3.0)	3,548	.00½	120,165	.06½
Net profit or (loss)	$(83,099)	$(.05½)	$(10,764)	$(.04½)	$(5,479)	$(.47)	$(99,342)	$(.05)	(2.5)	$3,022	$.00	$(102,364)	$(.05)

Asst Accounting

Oct 1960

Includes 10841 cases Inter-Company Sale Pet Ritz, 1290 cases Swiss Miss

Includes 26,977 Inter-Company Sales Pet-Ritz, 4,243 Swiss Miss

Form No. 2213B-174-6C 3/60

1939

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Current Month October 1960

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	Total Trade Sales % Net Sales	FORECAST: Total Trade Sales (Equiv. 6-pack) Amount	FORECAST Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	247,791		134,060		3,727		619,518			548,323		71,195	
Gross sales	$ 741,713	$ 2.99	$ 470,232	$ 3.51	$ 12,779	$ 3.43	$ 1,326,814	$ 3.14	119.2	$ 1,224,491	$ 3.13	$ 61,191	$ (.17)
Deductions from sales	120,751	.34	91,606	.61	1,744	.30	213,501	.34	19.2	153,402	.28	(60,099)	(.06)
Net sales	720,962	2.09	378,726	2.82	11,035	3.12	1,113,313	1.79	100.0	1,071,089	2.05	1,092	(.33)
Cost of good sold	512,998	1.69	332,121	2.48	10,916	2.92	926,035	1.49	83.2	851,908	1.55	(74,127)	.06
Gross profit	139,964	.40	46,605	.34	719	.19	187,278	.30	16.8	219,181	.40	(73,035)	(.11)
Direct expenses													
Selling expenses	4,160	.01	5991	.04	1,054	.28	55,145	.09	5.0	119,610	.22	64,465	.13
G & A expenses	10,295	.03	4,078	.03	113	.03	14,486	.02	1.3	13,212	.02	(1,274)	-
Prod. admin. expenses	(2,334)	(.01)	(1,661)	(.01)	(26)	(.01)	(4,161)	(.01)	(.4)	(3,000)	(.01)	1,161	.00
Total direct expenses	56,461	.16	27,212	.06	1,141	.30	65,470	.10	5.9	129,822	.23	64,352	.13
Profit contribution	83,703	.24	38,337	.28	(422)	(.11)	121,218	.20	10.9	89,359	.17	(8,683)	(.04)
Allocated expenses													
Selling expenses	34,612	.11	20,700	.15	639	.17	60,457	.10	5.5	60,833	.11	(376)	.01
G & A expenses	13,942	.04	5,336	.04	155	.04	19,333	.03	1.7	19,333	.03	-0-	.00
Prod. admin. expenses	4,252	.01	1,639	.01	47	.01	5,938	.01	.5	5,938	.01	-0-	-
Total allocated expenses	52,806	.16	27,675	.20	841	.22	86,228	.14	7.7	86,604	.15	(376)	.01
Pre-tax profit or (loss)	26,191	.07	10,662	.08	(1,263)	(.34)	35,590	.06	3.2	2,755	.02	(9,059)	(.04)
Federal & state taxes-54%	14,143	.04	5,757	.04	(682)	(.18)	19,218	.03	1.5	1,487	.01	4892	.01
Net profit or (loss)	$ 12,048	$ .03	$ 4,905	$ .04	$ (681)	$ (.16)	$ 16,372	$ .03	1.7%	$ 1,268	$ .02	$ (4,167	$ (.01)

Budget Accounting
Nov 21, 1960

Includes 24 cases Intercompany Sales Pet-Ritz 375 cases Swiss Miss

Includes $ 540.00 Intercompany Sales Pet-Ritz $1,266 Swiss Miss

Form No. 2-13B-174-6C 3/60

1940

[fol. 1941]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Fiscal Year to Date Act. vs. Budget vs. Prior Year

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	Total Trade Sales % Net Sales	FORECAST: Total Trade Sales (Equiv. 6-pk) Amount	FORECAST Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	851,034		372,442		15,365		2,611,243			2,665,721		(454,478)	
Gross sales	4,416,211	2.49	1,298,155	3.49	53,113	3.46½	5,961,619	2.28½	117.9	7,192,2[illegible]	2.35	1,231,499	(.06½)
Deductions from sales	1,450,341	.35	249,569	.67	5,911	.38½	704,821	.34½	13.9	[illegible]	.20	10,932	(.04½)
Net sales	2,965,870	2.14	1,049,286	2.82½	47,202	3.07½	5,256,798	1.94	100.0	6,277,[illegible]	2.55	1,220,567	(.11)
Cost of good sold	1,198,466	1.73	927,407	2.52	35,736	3.18	4,154,[illegible]	1.66½	82.8	[illegible]	1.57	421,984	(.03½)
Gross profit	767,461	.41	121,879	.33	(2,194)	(.14)	872,160	.33½	17.2	[illegible]	.42	(598,582)	(.14½)
Direct expenses													
Selling expenses	443,573	.26½	32,178	.08½	6,605	.43	532,246	.20½	10.5	[illegible]	.27½	317,430	.07
G & A expenses	78,255	.04½	14,794	.04	666	.04½	93,715	.03½	1.8	93,[illegible]	.02½	(20,571)	(.01)
Prod. admin. expenses	(13,137)	(.01)	(4,976)	(.01½)	(166)	(.01)	(26,[illegible])	(.01)	(.5)	[illegible]	[illegible]	4,150	.00½
Total direct expenses	508,691	.30	41,996	.11	7,105	.46½	599,236	.23	11.8	[illegible]	[illegible]	301,009	.06½
Profit contribution	258,770	.11	79,963	.19	(9,299)	(.60½)	272,430	.10½	5.4	[illegible]	[illegible]	(299,573)	(.08)
Allocated expenses													
Selling expenses	216,213	.11½	57,769	.15½	2,633	.17	276,805	.11	5.5	[illegible]	.11	65,082	—
G & A expenses	113,698	.06	20,667	.05½	966	.06½	135,331	.05	2.7	[illegible]	.04½	-0-	(.00½)
Prod. admin. expenses	34,119	.01½	6,265	.01½	279	.02	40,663	.01½	.8	[illegible]	.01½	903	—
Total allocated expenses	364,330	.19½	84,701	.22½	3,878	.25½	452,799	.17½	9.0	[illegible]	.17	65,985	(.00½)
Pre-tax profit or (loss)	(154,460)	(.08½)	(13,[illegible])	(.03½)	(13,[illegible])	(.86)	(180,367)	(.07)	(3.6)	[illegible]	[illegible]	(231,588)	(.08½)
Federal & state taxes-5[illegible]	(23,[illegible])	(.01½)	(1,[illegible])	(.00½)	(7,[illegible])	(.46½)	(97,349)	(.04)	(1.9)	[illegible]	[illegible]	125,667	.05
Net profit or (loss)	(71,651)	(.04)	(5,[illegible])	(.01½)	(7,[illegible])	(.39½)	(82,970)	(.03)	(1.7)	[illegible]	[illegible]	(105,921)	(.03½)

Product Accounting
Nov 21, 1960

Includes 11,081 cases Intercompany Sales Pet to Ritz, 1,665 cases Swiss Miss
Includes 27,513 Intercompany Sales Pet to Ritz, 5,509 cases Swiss Miss

Form No. 22139-174-60 3/60

1941

[fol. 1942]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Period Ended Nov 1966

Particulars	ACTUAL Pet-Ritz (6-pack cases) Amount	Per Case	Swiss Miss (12-pack cases) Amount	Per Case	Pet (6-pack cases) Amount	Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Per Case	% Net Sales	FORECAST Total Trade Sales (Equiv. 6-pack) Amount	Per Case	Favorable or (Unfavorable) Variation Amount	Per Case
Cases sold	312,249		99,138		3193		491,718			613,205		(121,487)	
Gross sales	$751,435	$3.40	$309,676	$3.54	$10,549	$3.30	$1,071,660	$2.18	117.6%	$1,515,156	$2.21	($443,496)	$(.13)
Deductions from sales	100,390	.32	56,869	.44	1,736	.54	160,775	.33	17.6	166,578	.27	(5,803)	(.06)
Net sales	651,045	3.08	251,017	2.35	8,813	2.76	910,885	1.85	100.0	1,348,578	2.04	(437,693)	(.19)
Cost of good sold	538,653	1.73	233,645	1.64	9,832	3.07	772,130	1.57	84.8	946,332	1.543	174,162	(.03)
Gross profit	112,392	.36	17,372	.71	(1,009)	(.31)	138,755	.28	15.2	402,246	.657	(263,491)	(.38)
Direct expenses													
Selling expenses	28,921	.09	4,141	.04	911	.28	33,876	.07	3.7	42,795	.07	$8,919	.13
G & A expenses	9,298	.03	2,614	.03	90	.03	11,772	.02	1.3	14,912	.02	3,140	—
Prod. admin. expenses	(2,900)	(.01)	(1,154)	(.01)	(32)	(.01)	(4,567)	(.01)	(.5)	(5,000)	(.01)	433	.00
Total direct expenses	35,319	.11	5,129	.06	969	.32	41,311	.08	4.5	132,727	.21	86,626	.12
Profit contribution	77,073	.24	22,249	.25	(1,978)	(.59)	97,454	.20	10.7	124,683	.25	(27,229)	(.01)
Allocated expenses													
Selling expenses	35,751	.11	13,448	.16	527	.16	50,226	.10	5.5	67,986	.11	17,760	.01
G & A expenses	14,964	.04	4,275	.04	154	.04	19,393	.04	2.1	19,393	.03	—	(.01)
Prod. admin. expenses	4,596	.01	1,294	.01	48	.01	5,938	.01	.7	5,938	.01	—	—
Total allocated expenses	55,311	.17	19,017	.22	729	.22	75,497	.15	8.3	93,257	.15	17,760	(.02)
Pre-tax profit or (loss)	21,762	.07	3,232	.03	(2,707)	(.81)	21,957	.04	2.4	81,426	.13	(59,469)	(.09)
Federal & state taxes-54%	11,767	.04	1,508	.01	(1,408)	(.44)	11,867	.02	1.3	43,970	.07	32,121	(.05)
Net profit or (loss)	$10,015	$.03	$ 1,284	$.01	$(1,199)	$(.37)	$ 10,100	$.02	1.1%	$ 37,462	$ .06	$(27,362)	$ (.04)

Includes 190 Cases Intercompany Sales Ret-Ritz, (257) Cases Swiss Miss

Includes 484 Intercompany Sale Ret-Ritz, (846) Swiss Miss

Form No. 2213B-174-6C 3/66

[fol. 1943]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

FROM YEAR TO DATE Nov. 1960

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	% Net Sales	FORECAST Total Trade Sales (Equiv. 6-pack) Amount	FORECAST Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	2,163,283		466,580		18,518		3,102,961			2678236		(575,665)	
Gross sales	$361,646	$2.47½	$166,631	$3.49½	$6[illegible]	$3.4[illegible]	$7[illegible]79	$2[illegible]7	117.9	$[illegible]	$2.3[illegible]	$[illegible]	$(.07)
Deductions from sales	749 731	.34½	[illegible]228	.67	1637	.91½	1[illegible]5,576	.34½	17.9	[illegible]	.28[illegible]	16,715	(.05)
Net sales	611,915	2.13	1300.402	2.92½	55365	2.99	5,367,653	1.92½	100.0	2526270	2.00[illegible]	(1558,503)	(.12)
Cost of good sold	3,737,664	1.72½	1,161,132	2.52	58,668	3.16½	4,956,764	1.60	83.1	[illegible]898	1.54[illegible]	796,134	(.03½)
Gross profit	874853	.40½	139,271	.30½	(3,203)	(.17½)	1,61[illegible]921	.32½	16.9	1712,372	.4[illegible]	(762,451)	(.15½)
Direct expenses													
Selling expenses	522494	.24	36,262	.08	7,416	.40	566172	.18	9.5	74[illegible]21	.3[illegible]	40[illegible]49	.08½
G & A expenses	87543	.04	17,418	.04	756	.04	1[illegible]7	.03½	1.7	59,276	.02½	(18,431)	(.01)
Prod. admin. expenses	(22637)	(.01)	(9411)	(.02)	(194)	(.01)	(3,24[illegible])	(.01)	(.5)	(25,135)	(.01)	5,717	-0-
Total direct expenses	588,860	.27	45,059	.10	7,978	.43	641,037	.20½	10.7	10[illegible]72	.3[illegible]	327,625	.09½
Profit contribution	285,993	.13½	94,212	.20½	(11,181)	(.60½)	369,824	.12	6.2	244,700	.10	(374,916)	(.08½)
Allocated expenses													
Selling expenses	252,164	.11½	71,717	.15½	3,150	.17	3[illegible]7,031	.10½	5.5	[illegible]93	.11	82,842	.02½
G & A expenses	128,662	.06	24,882	.05½	1,120	.06	[illegible]54,664	.05	2.6	[illegible]	.0[illegible]	-0-	(.01)
Prod. admin. expenses	38,715	.02	7,559	.01½	327	.02	46,661	.01½	.8	[illegible]9,5[illegible]	.01½	908	-0-
Total allocated expenses	419,541	.19½	104,158	.22½	4,597	.25	525,296	.17	8.9	612,[illegible]41	.16½	83,745	(.00½)
Pre-tax profit or (loss)	(133,658)	(.06)	(9,946)	(.02)	(15,778)	(.85½)	(158,416)	(.05)	(2.7)	132,[illegible]59	.0[illegible]	(291,071)	(.08½)
Federal & state taxes-54%	(71,653)	(.03½)	(5,371)	(.01)	(8,519)	(.46½)	(85,543)	(.03)	(1.4)	71,[illegible]26	.0[illegible]	157,179	.04½
Net profit or (loss)	$(61,936)	$(.02½)	$(4,575)	$(.01)	$(7,259)	$(.39)	$(72,876)	$(.02½)	(1.3)	$[illegible]3	.0[illegible]	$(133,893)	(.04)

Unit Accounting
11,1960

Includes 11,271 CASES INTERCOMPANY SALES PET-RITE, 1400 CASES SWISS MISS

Included #27,957 INTERCOMPANY SALES PET-RITE, #4,663 SWISS MISS

Form No. 2[illegible]B-174-6C 3/6

[fol. 1944]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

CURRENT PERIOD DEC 1961

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	Total Trade Sales Net Sales	REVISED BUDGET 1/1 FORECAST Total Trade Sales (Equiv. 6-pack) Amount	Revised Budget 1/1 Forecast Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	204,800		45,355		1,543		297,053			526,015		(228,962)	
Gross sales	$509,863	$2.48½	$155,897	$3.43	$ 5,269	$3.41½	$670,329	$2.25½	120.3	$1,210,766	$2.30	$(540,437)	(.04½)
Deductions from sales	7,615	.03½	33,721	.75	333	.21½	12,935	.38	10.3	145,212	.27½	37,007	(.03½)
Net sales	430,788	2.10	121,670	2.68	4,936	3.20	557,394	1.87½	100.0	1060,824	2.01½	(503,430)	(.14)
Cost of good sold	348,894	1.70½	113,196	2.49½	4,334	2.81	466,414	1.57	83.7	816,851	1.55	350,437	(.02)
Gross profit	81,894	.39½	8,484	.18½	602	.39	90,980	.30½	16.3	243,973	.46½	(152,993)	(.16)
Direct expenses													
Selling expenses	23,661	.11½	2,416	.05	556	.36	26,933	.09	4.8	113,609	.21½	86,676	.12½
G & A expenses	16,384	.08	3,620	.08	139	.09	20,145	.07	3.6	12,097	.02½	(8,048)	(.04½)
Prod. admin. expenses	(1,409)	(.01)	(714)	(.01½)	(12)	(.01)	(2,335)	(.01)	(.4)	1,674	.00½	(661)	.00½
Total direct expenses	38,436	.18½	5,322	.11½	683	.44½	44,743	.15	8.0	127,380	.24½	72,963	.08½
Profit contribution	43,456	.21	3,162	.07	(381)	(.24½)	46,237	.15½	8.3	116,593	.22	(75,030)	(.07)
Allocated expenses													
Selling expenses	23,759	.11½	6,414	.14	262	.17	30,435	.10.	5.5	57,785	.11	27,350	.01
G & A expenses	15,737	.07½	3,480	.07½	116	.07½	19,333	.06½	3.5	19,333	.03½	-0-	(.03)
Prod. admin. expenses	4,834	.02½	1,069	.02½	35	.02½	5,939	.02	1.0	5,938	.01	-0-	(.01)
Total allocated expenses	44,330	.21½	10,963	.24	413	.27	55,766	.18½	10.0	83,056	.15½	27,350	(.03)
Pre-tax profit or (loss)	(874)	(.00½)	(7,801)	(.17)	(794)	(.51½)	(9,469)	(.03)	(1.7)	33,537	.06½	(47,680)	(.10½)
Federal & state taxes-54%	(471)	(.00½)	(4,213)	(.09)	(429)	(.28)	(5,113)	(.01½)	(.9)	18,110	.03½	25,747	.05
Net profit or (loss)	$(403)	-0-	$(3,588)	(.08)	$(365)	(.23½)	$(4,356)	$(.01½)	(.8)	15,427	.03	$(21,933)	(.05)

* Accounting # Includes Intra-Co Sales 700 P/R 2398 S/M 5 S/B FREE CASES 5044 cs

" ## " " " $1,575 P/R $7,341 S/M $16 P/B " $11,577.89 Form No. 2213B-174-6C 3/6

24, 1961

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Fiscal Year to Date Ending

Particulars	ACTUAL Pet-Ritz (6-pack cases) Amount	Per Case	Swiss Miss (12-pack cases) Amount	Per Case	Pet (6-pack cases) Amount	Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Per Case	% Net Sales	Revised Budget FORECAST Total Trade Sales (Equiv. 6-pack) Amount	Per Case	Favorable or (Unfavorable) Variation Amount	Per Case
Cases sold	2,368,882		505,936		20,061		3,400,014			illegible		(804,021)	
Gross sales	$ 5,971,109	$ 2.42	$ 1,764,228	$ 3.48½	$ 68,271	$ 3.40½	$ 7,703,608	$ 2.26½	118.1	illegible	illegible	illegible	illegible
Deductions from sales	828,466	.35	342,156	.67½	7,970	.40	1,178,531	.34½	18.1	illegible	illegible	illegible	illegible
Net sales	5,042,703	2.13	1,422,073	2.81	60,301	3.00½	6,525,177	1.92	100.0	illegible	illegible	illegible	illegible
Cost of good sold	4,085,956	1.72½	1,274,318	2.52	62,902	3.13½	5,423,176	1.59½	83.1	illegible	illegible	illegible	illegible
Gross profit	956,747	.40½	147,755	.29	(2,601)	(.13)	1,101,901	.32½	16.9	illegible	illegible	915,444	(.15½)
Direct expenses													
Selling expenses	546,648	.23	98,285	.07½	8,272	.41	598,105	.17½	9.1	illegible	illegible	481,825	.08
G & A expenses	103,929	.04½	21,028	.04	895	.04½	125,852	.03½	1.9	99,378	.02½	(26,474)	(.01)
Prod. admin. expenses	(22,646)	(.01)	(9,225)	(.02)	(206)	(.01)	(33,177)	(.01)	(.5)	(28,125)	(.00½)	5,052	.00½
Total direct expenses	626,931	.26½	97,988	.19½	8,961	.44½	685,780	.20	10.5	illegible	illegible	460,403	.07½
Profit contribution	329,916	.14	97,767	.19½	(11,562)	(.57½)	416,121	.12½	6.4	illegible	illegible	(447,846)	(.08)
Allocated expenses													
Selling expenses	275,923	.11½	78,131	.15½	3,412	.17	357,466	.10½	5.5	illegible	illegible	110,193	.02
G & A expenses	144,399	.06	28,362	.05½	1,236	.06	173,997	.05	2.7	138,797	.04	(-0-)	(.01)
Prod. admin. expenses	42,549	.02	8,628	.02	362	.02	51,539	.01½	.8	53,142	.01½	903	-0-
Total allocated expenses	463,871	.19½	115,121	.22	5,010	.25	583,002	.17	9.0	illegible	illegible	111,095	(.00½)
Pre-tax profit or (loss)	(133,955)	(.05½)	(17,354)	(.03½)	(16,572)	(.82½)	(166,881)	(.04½)	(2.6)	illegible	illegible	(336,751)	(.08½)
Federal & state taxes-54%	(72,336)	(.03)	(9,371)	(.01)	(8,948)	(.44½)	(90,655)	(.02½)	(1.4)	93,270	.02	183,925	.04½
Net profit or (loss)	$ (61,619)	$ (.02½)	$ (7,983)	$ (.01½)	$ (7,624)	$ (.38)	$ (77,226)	$ (.02)	(1.2)	illegible	illegible	$ (152,826)	$ (.04)

Last Analy. Includes int. Co. sales 11.971 P/C Cs. 3006 S/M Cs. 5 P/B Cs.
" " " " " 29.522 P/C " 12004 S/M " 16 P/B "
20

Form No. 2213B-17½-6C - 3/6

1945

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Current No. January 1961

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	* Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Per Case	% Net Sales	BUDGET FORECAST Total Trade Sales (Equiv. 6-pack) Amount	Per Case	Favorable or (Unfavorable) Variation Amount	Per Case
Cases sold	22,166		98,310		1,990		424,096			495,220		(61,124)	
Gross sales	$55,284.81	$2.45½	$34,910	$3.49	$ 6,886	$3.46	$963,277	$2.13	144.4	$1,050,198	$2.23	$(77,663)	$(.10)
Deductions from sales	86,831	.36	86,644	.88	989	.49½	168,464	.39½	24.9	114,264	.35	16,980	(.01½)
Net sales	472,650	2.09½	256,266	2.61	5,897	2.96½	734,813	1.73½	117.5	846,634	1.95	(161,821)	(.11½)
Cost of good sold	374,328	1.66	244,563	2.49	6,396	3.21½	625,287	1.47½	100.0	771,823	1.64	169,362	.16½
Gross profit	98,322	43½	11,703	.12	(499)	(.25)	109,526	.26	17.5	101,771	.21	7,531	.05
Direct expenses													
Selling expenses	25,650	.11½	2,217	.02	896	.45	28,763	.07	4.6	21,831	.06½	3,068	(.00½)
G & A expenses	12,893	.05½	5,676	.06	99	.05	18,668	.04½	3.0	19,206	.04	(462)	(.00½)
Prod. admin. expenses	(1,428)	(.00½)	(1,454)	(.01½)	(16)	(.00½)	(3,108)	(.01)	(.5)	(3,925)	(.01)	(817)	-0-
Total direct expenses	36,915	.16½	6,439	.06½	979	.49½	44,323	.10½	7.1	46,112	.09½	1,789	(.01)
Profit contribution	61,417	.27	5,264	.05½	(1,478)	(.74½)	65,203	.15½	10.4	55,882	.11½	9,320	.04
Allocated expenses													
Selling expenses	25,799	.11½	14,734	.15	344	.17	40,877	.09½	6.5	49,214	.10	8337	.00½
G & A expenses	13,301	.06	5,935	.06	97	.05	19,333	.04½	3.1	14,330	.04	- 0 -	(.00½)
Prod. admin. expenses	4085	.01½	1,833	.02	30	.01½	5,948	.01½	1.0	5,938	.01½	- 0 -	- 0 -
Total allocated expenses	43,185	.19	22,492	.23	471	.23½	66,148	.15½	10.6	74,485	.16½	8337	-0-
Pre-tax profit or (loss)	18,232	.08	(17,228)	(.17½)	(1,949)	(.98)	(945)	-0-	(.2)	(18,601)	(.04)	17,657	.04
Federal & state taxes-54%	9,845	.04½	(9,303)	(.09½)	(1,052)	(.53)	(510)	-0-	(.1)	(10,045)	(.02)	9,535	.02
Net profit or (loss)	$ 8,387	.03½	$(7,925)	$(.08)	$ (897)	(.45)	$ (435)	-0-	(.1)	$ (8,557)	$ (.02)	$ 8,122	.02

Exclusives:
Jan. 20, 1961 Target Sales - Cases Delivered: Select 220 P/A @ 250 c/m — Town Crier 8,293 P/A 6,678 c/m
" " " " 526 " @ 828 " — " " 18,413 P/A 23,222 c/m
* Effective with 1961 co. list: Standard Swiss Miss changed to Instant.

Form No. 2213B-174-6C 3/60

[fol. 1947]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Five Year r-Dec 11/31/61

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	Total Trade Sales $ Net Sales	~~FORECAST~~ BUDGET Total Trade Sales (Equiv. 6-pack) Amount	~~FORECAST~~ BUDGET Total Trade Sales Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	2,543,564		664,245		22,051		3,324,110			4,689,261		(865,151)	
Gross sales	$6,424,590	$2.53½	$2,267,138	$3.49	$75,157	$3.41	$12,606,885	$2.25	118.6	$10,900,765	$2.32½	$1,293,380	(.07½)
Deductions from sales	969,337	.38	468,799	.71	8,959	.40½	1,346,995	.35½	18.6	1,416,537	.30½	69,542	(.05)
Net sales	$5,515,253	2.15½	1,678,339	2.78	66,198	3.00½	7,259,890	1.89½	100.0	9,483,728	2.02	(2,223,838)	(.13½)
Cost of good sold	4,410,284	1.72	1,519,881	2.51½	69,248	3.14½	6,048,863	1.58	83.3	7,360,338	1.57	1,311,475	(.01)
Gross profit	1,105,069	.43½	158,458	.26½	(3,100)	(.14)	1,211,027	.31½	16.7	2,119,340	.45	(907,913)	(.13½)
Direct expenses													
Selling expenses	572,197	.22	41,412	.06½	9,168	.41½	621,368	.16½	8.6	1,111,961	.23½	490,613	.07
G & A expenses	116,922	.04½	26,709	.04½	944	.04½	144,520	.03½	2.0	117,579	.02½	(26,941)	(.01)
Prod. admin. expenses	(25,014)	(.01)	(10,777)	(.01½)	(222)	(.01)	(36,286)	(.01)	(.5)	(32,050)	(.00½)	4,236	.00½
Total direct expenses	663,736	.25½	57,427	.09½	9,940	.45	730,103	.19	10.1	1,197,490	.25½	467,387	.06½
Profit contribution	341,333	.15	101,031	.17	(13,040)	(.59)	481,324	.12½	6.6	921,850	.19½	(440,526)	(.07)
Allocated expenses													
Selling expenses	30,122	.11½	9,865	.15½	3756	.17	393,343	.10½	5.5	514,772	.11	113,329	.01½
G. & A. expenses	137,700	.06	34,297	.05½	1389	.06	173,330	.05	2.7	193,330	.04		(.01)
Prod. admin. expenses	47,624	.02	10,461	.01½	392	.02	58,477	.01½	.8	57,320	.01½	943	- -
Total allocated expenses	507,656	.19½	137,613	.22½	5481	.25	650,150	.17	9.0	765,552	.16½	113,432	(.00½)
Pre-tax profit or (loss)	(115,723)	(.04½)	(34,582)	(.05½)	(18,521)	(.84)	(168,826)	(.04½)	(2.4)	153,262	.03	(321,094)	(.07½)
Federal & state taxes-54%	(62,491)	(.02½)	(18,674)	(.03)	(10,000)	(.45½)	(91,165)	(.02½)	(1.3)	93,225	.01½	173,390	.04
Net profit or (loss)	$(53,232)	$(.02)	(15,908)	(.02½)	$(8,521)	(.38½)	$(77,661)	(.02)	(1.1)	$ 70,043	$ .01½	$(147,704)	$(.03)

Bob Kielty
Feb 20, 1961

Includes Interco, John 12,191 f/c 4,056 f/m
" $ 30,651 " $ 12,827 "

Zum Cuno 13,337 f/c, 6,678 f/m
$ 29,990 f/c $ 23,222 "

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Current Month February 1961

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	% Net Sales	BUDGET Total Trade Sales (Equiv. 6-pack) Amount	BUDGET Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	261,630		114,157		1,375		491,319			539,410		(48,091)	
Gross sales	$634,757	$2.42½	$398,113	$3.44½	$5,665	$3.67½	$1,233,535	$2.10½	123.1	$1,183,528	$2.19½	$(50,403)	$(.09)
Deductions from sales	91,765	.35	101,143	.88½	534	.39	193,632	.39½	23.1	202,167	.37½	8,535	(.02)
Net sales	542,802	2.07½	296,970	2.56	5,131	3.28½	839,193	1.71	100.0	981,361	1.82	(142,068)	(.11)
Cost of good sold	418,417	1.60	292,764	2.56½	4,039	2.93½	715,220	1.45½	85.2	821,896	1.60	106,676	.14½
Gross profit	124,385	.47½	(794)	(.00½)	492	.35	124,073	.25½	14.8	119,465	.22	4,608	.03½
Direct expenses													
Selling expenses	15,620	.06	2664	.02½	645	.47	18,929	.04	2.2	25,230	.04½	6,301	.00½
G & A expenses	13,321	.05	5,911	.05	70	.05	19,202	.04	2.3	20,211	.03½	1,009	(.00½)
Prod. admin. expenses	(1,315)	(.00½)	(1,105)	(.01)	(6)	(.00½)	(2,466)	(.00½)	(.2)	(1,926)	(.00½)	(1,439)	-
Total direct expenses	27,626	.10½	7,330	.06½	709	.51½	35,665	.07½	4.3	41,516	.07½	5,851	-0-
Profit contribution	96,759	.37	(8,124)	(.07)	(227)	(.16½)	88,408	.18	10.5	77,949	.14½	10,459	.03½
Allocated expenses													
Selling expenses	30,021	.11½	16,677	.15	252	.18½	46,950	.09½	5.6	53,905	.10	6,955	.00½
G & A expenses	13,411	.05	5,852	.05	70	.05	19,333	.04	2.3	19,333	.03½	- 0 -	(.00½)
Prod. admin. expenses	4,119	.01½	1,795	.01½	21	.01½	5,938	.01	.7	5938	.01	- 0 -	-0-
Total allocated expenses	47,551	.18	24,324	.21½	343	.25	72,221	.14½	8.6	79,076	.14½	6,955	-0-
Pre-tax profit or (loss)	49,208	.19	(32,451)	(.28½)	(570)	(.41½)	16,187	.03½	1.9	(1,127)	-0-	17,314	.03½
Federal & state taxes-51½%	26,572	.10	(17,523)	(.15½)	(309)	(.22½)	8,741	.02	1.0	(682)	-0-	9,349	(.02)
Net profit or (loss)	$ 22,636	$ .09	$(14,928)	$(.13)	$ (262)	$(.19)	$ 7,446	$.01½	.9	$ (519)	-0-	7,965	.01½

Rel Acctg.
March 30, 1961
cal

Includes Butter Co. Sales 300 cs. s/m
" " " #987

18

FREE CASES 6,647 f/s $14,736 p/s
" " 11,636 s/m $40,493 s/m

Does not include inter-co. sub-standard service ...

[fol. 1949]

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Fiscal Year to Date February 1961

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	Total Trade Sales % Net Sales	Budget ~~FORECAST~~ Total Trade Sales (Equiv. 6-pack) Amount	Budget Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	[illegible]		71[illegible]		23426		4 315 429			5,122,671		(918 242)	
Gross sales	[illegible]	$2.47	[illegible]	$3.48	$ 80 217	$3.42½	$9,139,810	$2.23½	119.0	$12,058,778	$2.31	[illegible]	($.07½)
Deductions from sales	[illegible]	.35	[illegible]	.74	9493	.40½	1,540,127	.36	19.0	1,618,704	.31	78,577	(.05)
Net sales	[illegible]	2.12	[illegible]	2.74	70 719	3.02	8,599,193	1.97½	100.0	10,465,089	2.00	(2,365,906)	(.12½)
Cost of good sold	[illegible]	1.71	[illegible]	2.52	72 327	3.13	6,763,653	1.56½	83.5	8,236,264	1.57½	[illegible]	.01
Gross profit	[illegible]	.41	[illegible]	.22	(2,618)	(.11)	1,835,500	.31	16.5	2,228,825	.42½	[illegible]	(.11½)
Direct expenses													
Selling expenses	581 915	.21	45 166	.06	9,513	.42	647 797	.15	7.9	1137191	.21½	[illegible]	.06½
G & A expenses	13[illegible]	.04	3[illegible]	.04½	1,064	.04½	163 722	.04	2.0	137 796	.02½	(25 925	(.01½)
Prod. admin. expenses	([illegible]	(.01)	(11 924)	(.01½)	(228)	.01	(38 751)	(.01)	(.6)	(35975)	(.00½)	3 776	.00½
Total direct expenses	[illegible]	.24	63 757	.09	10 149	.45½	765 769	.18	9.5	1239,666	.23½	413 238	.05½
Profit contribution	[illegible]	.17	94 907	.13	(13,267)	(.56½)	569,732	.13	7.0	999799	.19	[illegible]	(.06)
Allocated expenses													
Selling expenses	331.743	.11½	109.542	.15½	4008	.17	445.293	.10½	5.5	570677	.11	125,384	.00½
G & A expenses	171 111	.06	40.149	.05½	1.403	.06	212.663	.05	2.6	212,663	.04	- 0 -	(.01)
Prod. admin. expenses	51 732	.02	12 249	.01½	413	.02	64 415	.01½	.3	65 318	.01	9 3	(.00½)
Total allocated expenses	[illegible]	.19½	161,940	.22½	5 824	.25	722 371	.17	8.9	848,658	.16	[illegible]	(.01)
Pre-tax profit or (loss)	[illegible]	(.02½)	(67 633)	(.09½)	(19,091)	(.57½)	(15 639)	(.04)	(1.9)	151,141	.03	[illegible]	(.07)
Federal & state taxes-54%	[illegible]	(.01½)	(36,197)	(.05)	(10,308)	(.44)	(8 424)	(.02)	(1.0)	81,617	.01½	169,041	(.03½)
Net profit or (loss)	$(30 594)	$(.01)	$(30 836)	(.04½)	$(8783)	$(.37½)	(7c 215)	$(.02)	(.9)	69 524	.01½	(139,739)	$(.03½)

20

Ind A = 79 Jackets Extra Cases 12.191 i/p 4356 s/m JUFE CASES 20.004 P/A 18.319 S/m

March 1961 " " $30.607 13.814 " " " $44.716 " $63.715 "

Apl

Does not include 3767 Sub-std Swiss Miss Pudding

Form No. 2213B-174-6C 3/60

1949

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Quarter Mo. - Mo. - 1961

Particulars	ACTUAL: Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	Total Trade Sales % Net Sales	Budget Total Trade Sales (Equiv. 6-pack) Amount	Budget Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	247,389		110,199		1,317		469,084			538,315		(69,231)	
Gross sales	$604,912	$2.44½	$389,265	$3.53½	$5,198	$3.94½	$999,815	$2.13	132.57	$1,190,214	$2.21	$(116,959)	$(.08)
Deductions from sales	97,772	.39½	85,234	.77½	1,673	.51	183,679	.39	24.5	199,985	.37	16,306	(.02)
Net sales	507,140	2.05	303,971	2.76	4,525	3.43½	751,646	1.74	100.0	990,229	1.84	(174,583)	(.10)
Cost of good sold	402,042	1.62½	266,941	2.42½	4,284	3.25	673,265	1.43½	92.5	961,535	1.60	188,270	.16½
Gross profit	105,098	.42½	37,030	.33½	241	.18½	78,381	.33½	12.5	128,694	.24	13,677	.06½
Direct expenses													
Selling expenses	22,495	.09	1,117	.01	780	.59	24,552	.05½	1.0	22,173	.04	(2,709)	(.01)
G & A expenses	13,369	.05½	6,036	.05½	70	.05½	19,436	.04	2.4	19,717	.03½	252	(.00½)
Prod. admin. expenses	(4,245)	(.01)	(1,821)	(.01½)	(11)	(.01)	(6,277)	(.01)	(.5)	(3,925)	(.00½)	(49)	(.00½)
Total direct expenses	33,949	.13½	5,352	.05	839	.63½	44,140	.08½	4.9	37,965	.07	(2,175)	(.01½)
Profit contribution	71,149	.29	31,678	.28½	(596)	(.45)	102,241	.22	12.6	90,729	.17	11,502	.05
Allocated expenses													
Selling expenses	28,196	.11½	16,434	.15	260	.20	44,890	.09½	5.5	54,161	.10	9,271	.00½
G & A expenses	13,826	.05½	5,935	.05½	72	.05½	19,333	.04	2.4	19,333	.04	-	-
Prod. admin. expenses	4,093	.01½	1,825	.01½	22	.01½	5,938	.01½	.7	5,938	.01	-	(.00½)
Total allocated expenses	46,115	.18½	24,192	.22	354	.27	70,161	.15	8.6	79,432	.15	9,271	-
Pre-tax profit or (loss)	25,034	.10½	7,486	.06½	(950)	(.72)	32,070	.07	4.0	11,297	.02	20,773	.05
Federal & state taxes-54%	13,789	.05½	4,042	.03½	(513)	(.39)	17,319	.04	2.2	6,100	.01	11,218	.03
Net profit or (loss)	$ 11,745	$ .05	$ 3,444	$ .03	$ (437)	$ (.33)	$ 14,751	$ .03	1.8%	$ 5,197	$ .01	$ 9,555	$ .02

Excludes Emp. Sales: 1. 100 cases Pet 2.72 78 cases Swiss Miss Taxi Cabs 106 Pet 2.38 266 Swiss Miss
2. $246 $296 $238 $965

Prod. Acctg
Aug 1 Sept 61
LMJ

Excludes Emp. Sales 1500 Swiss Miss Pumpkin

Form No. 2213B-17½-6C - 3/60
1950

PET MILK COMPANY

FOOD PRODUCTS DIVISION

EARNINGS STATEMENT - FROZEN FOODS - TRADE SALES

Five Years to Date March 1961

Particulars	ACTUAL Pet-Ritz (6-pack cases) Amount	Pet-Ritz Per Case	Swiss Miss (12-pack cases) Amount	Swiss Miss Per Case	Pet (6-pack cases) Amount	Pet Per Case	Total Trade Sales (Equiv. 6-pack cases) Amount	Total Trade Sales Per Case	% Net Sales	BUDGET ~~FORECAST~~ Total Trade Sales (Equiv. 6-pack) Amount	Budget Per Case	Favorable or (Unfavorable) Variation Amount	Favorable or (Unfavorable) Variation Per Case
Cases sold	3,102,500		428,591		24,745		4,784,513			5,766,986		(982,473)	
Gross sales	$11,104,259	2.47	$2,827,456	3.48½	$ 85,410	3.45	$10,639,125	2.22½	119.3	$13,274,078	2.30	$(2,634,953)	(.07½)
Deductions from sales	1,695,164	.35½	45,176	.74	10,166	.41	1,724,306	.36	17.3	1,818,699	.31½	(94,393)	(.04½)
Net sales	9,409,095	2.11½	2,782,280	2.74½	75,244	3.04	8,914,819	1.86½	100.0	11,455,379	1.98½	(2,540,560)	(.12)
Cost of good sold	7,202,705	1.79	2,078,530	2.51	77,619	3.13½	7,436,143	1.55½	83.4	9,087,315	1.57½	(1,650,971)	(.02)
Gross profit	2,206,390	.41½	703,750	.23½	(2,375)	(.09½)	1,477,571	.31	16.6	2,367,499	.41	(889,928)	(.10)
Direct expenses													
Selling expenses	610,503	.20	44,200	.05½	10,593	.43	665,319	.14	7.5	1,159,364	.20	493,985	.06
G & A expenses	143,452	.4½	33,571	.04½	4,184	.07½	183,157	.04	2.1	157,507	.02½	(25,650)	(.01½)
Prod. admin. expenses	(25,644)	(.1)	(13,755)	(.01½)	(229)	(.01)	(42,628)	(.01)	(.5)	(39,700)	(.00½)	2,728	.00½
Total direct expenses	725,311	.23½	64,169	.08½	11,488	.46½	805,908	.17	9.1	1,274,971	.22½	471,063	.05
Profit contribution	559,241	.18	126,525	.15	(2,813)	(.56)	671,963	.14	7.5	1,090,528	.19	(418,565)	(.05)
Allocated expenses													
Selling expenses	369,939	.11½	125,976	.15	4,268	.17	490,182	.10	5.5	624,838	.11	134,655	.01
G & A expenses	184,437	.06	46,014	.05½	1,475	.6	231,196	.05	2.6	231,196	.04	—	(.01)
Prod. admin. expenses	55,846	.02	14,022	.01½	435	.2	70,353	.01½	.9	71,256	.01	903	(.00½)
Total allocated expenses	610,222	.19½	186,132	.22	6,178	.25	792,532	.16½	8.9	928,090	.16	135,558	(.00½)
Pre-tax profit or (loss)	(40,981)	(.01½)	(59,607)	(.07)	(20,041)	(.81)	(120,569)	(.02½)	(1.4)	162,438	.03	(283,007)	(.05½)
Federal & state taxes-54%	(22,130)	(.01)	(32,185)	(.03½)	(10,822)	(.43½)	(66,106)	(.01½)	(.8)	87,717	.01½	152,823	.03
Net profit or (loss)	$ (18,851)	(.00½)	$ (27,392)	(.03½)	$ (9,220)	(.37½)	$ (54,463)	(.01)	(.6)	$ 74,721	$ .01½	(130,184)	(.02½)

Includes Inter-co: Sales 12,291 cases Pet-Ritz, 4,429 cases Swiss Miss
" " 430,303 " " $14,100

Free Cases 20,110 Pet-Rite, 20,919 Swiss Miss
" " $ 49,764 " " $72,780

Dunnet Invoice $317 Sub-Standard Swiss Miss Promotion

Form No. 2213B-174-6C 3/60
1951

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

Frozen Foods
Per-Rite Pies
April 1961
Six Pack Cases

CURRENT MONTH							Particulars	FISCAL YEAR TO DATE						
Actual			Budget ~~Forecast~~		Variance - Favorable Or (Unfavorable)			Actual			Budget Forecast		Variance - Favorable Or (Unfavorable)	
Amount	Per Case	% Net Sales	Amount	Per Case	Amount	Per Case		Amount	Per Case	% Net Sales	Amount	Per Case	Amount	Per Case
241,630			325,710		(114,110)		sold							
$823,676	$3.47	124 %	$799,743	$2.45½	$(277,117)	$.01½	Gross sales							
97,585	.41½	14.7	126,752	.39	39,167	(.02½)	Deductions from sales							
425,091	2.03½	109.3	673,041	2.06½	(237,950)	(.01)	Net sales							
369,657	1.74½	95.0	563,334	1.73	193,727	(.01½)	Cost of good sold							
65,434	.31	15.0	109,657	.33½	(44,223)	(.02½)	Gross profit							
							Direct expenses							
19,425	.09,	4.5	40,290	.12½	20,865	.03½	Selling expenses							
14,048	.07	3.2	15,140	.04½	1,092	(.02½)	G & A expenses							
							Prod. admin. expenses							
33,473	.16	7.7	55,430	.17	21,957	.01	Total direct expenses							
31,961	.15	7.3	54,227	.16½	(22,266)	(.01½)	Profit contribution							
							Allocated expenses							
38,006	.15½	7.6	37,405	.12	6,394	(.03½)	Selling expense							
17,744	.08½	4.1	18,954	.06	1,210	(.02½)	G & A expense							
5,538	.02½	1.2	7,432	.02	1,894	(.00½)	Prod. admin. expense							
56,309	.26½	12.9	63,711	.20	7,503	(.06½)	Total allocated expense							
(24,347)	(.11½)	(5.6)	(11,534)	(.03½)	(12,763)	(.08)	Pretax profit (loss)							
(12,417)	(.06)	(2.9)	(6,044)	(.02)	(6,373)	(.04)	Fed. & ~~state~~ taxes-51%							
$(11,930)	$(.05½)	(2.7)%	$(5,490)	$(.01½)	$(6,370)	$(.04)	Net profit or (loss)							

205
$453

(1) Inter-Co. Sales Incl.. Cases
(1) " " " " " Dollars

(2) Purchase Discounts Earned Included in Cost of Goods Sold.
Plant Premiums Earned " " " " "

[fol. 1953]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

Frozen Foods
Swiss Miss Pies
April 1961
Twelve Pies Cases

CURRENT MONTH							Particulars	FISCAL YEAR TO DATE						
Actual			Budget Forecast		Variance - Favorable Or (Unfavorable)			Actual			Budget Forecast		Variance - Favorable Or (Unfavorable)	
Amount	Per Case	% Net Sales	Amount	Per Case	Amount	Per Case		Amount	Per Case	% Net Sales	Amount	Per Case	Amount	Per Case
83,739			73,000		10,739		sold							
$293,503	$3.50	133.7%	$257,015	$3.55	$34,497	$(.04)	Gross sales							
74,263	.89¢	33.7	50,735	.69¢	(23,528)	(19)	Deductions from sales							
219,240	2.62	100.0	206,280	2.85¢	10,960	(.23)	Net sales							
221,644	2.64¢	101.1	191,916	2.63	(29,730)	(.01¢)	Cost of good sold							
(2,406)	(.02¢)	(1.1)	16,364	.22¢	(18,770)	(.25)	Gross profit							
							Direct expenses							
666	.01	.3	6,189	.08¢	5,523	.07¢	Selling expenses							
5,552	.06¢	2.5	3,070	.04	(2,482)	(.02¢)	G & A expenses							
—	—	—	—	—	—	—	Prod. admin. expenses							
6,218	.07¢	2.8	9,259	.12¢	3,041	.05	Total direct expenses							
(8,624)	(.10)	(3.9)	7,105	.10	(15,729)	(.20)	Profit contribution							
							Allocated expenses							
16,306	.19¢	7.4	12,335	.17	(3,971)	(.02¢)	Selling expense							
7,022	.08¢	3.2	4,249	.06	(2,773)	(.02¢)	G & A expense							
2,202	.02¢	1.0	1,671	.02	(531)	(.00¢)	Prod. admin. expense							
25,530	.29¢	11.6	18,255	.25	(7,275)	(.04¢)	Total allocated expense							
(34,152)	(.40¢)	(15.5)	(11,150)	(.15)	(23,002)	(.24¢)	Pretax profit (loss)							
(17,418)	(.21)	(7.9)	(5,798)	(.08)	11,620	.13	Fed. ~~& state~~ taxes-54%							
(16,734)	$(.14¢)	(7.6)	$ (5,352)	$(.07)	$(11,382)	$(.12¢)	Net profit or (loss)							

1,580
$4935

Inter-Co. Sales Incl. - Cases
" " " " - Dollars

1) Purchase Discounts Earned Included in Cost of Goods Sold.

19A

Form No. 2213A-174-6C 5/60

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

Frozen Foods
Pet Brand Pies
April 1961
Six Pack Cases

CURRENT MONTH Actual Amount	Actual Per Case	Actual % Net Sales	Budget ~~Forecast~~ Amount	Budget Per Case	Variance - Favorable Or (Unfavorable) Amount	Variance - Favorable Or (Unfavorable) Per Case	Particulars	FISCAL YEAR TO DATE Actual Amount	Actual Per Case	Actual % Net Sales	Budget Amount	Budget Per Case	Variance - Favorable Or (Unfavorable) Amount	Variance - Favorable Or (Unfavorable) Per Case
1,620			3,390		(1,770)		sold							
$ 5,827	$3.59½	116.7%	$ 12,251	$3.62½	$ (6,454)	$ (03)	Gross sales							
834	.51½	16.7	915	.27	81	(24½)	Deductions from sales							
4,993	3.08	100.0	11,366	3.35½	(6,373)	(.27½)	Net sales							
4,765	2.93½	95.4	9,570	2.82	5,135	(.01½)	Cost of good sold							
228	.14½	4.6	1,476	.43½	(1,248)	(.29)	Gross profit							
							Direct expenses							
10,171	6.27½	203.7	612	.18	(9,559)	(6.09½)	Selling expenses							
104	.06½	2.1	152	.04½	48	(.02)	G & A expenses							
							Prod. admin. expenses							
10,275	6.34	205.8	764	.22½	(9,511)	(6.11½)	Total direct expenses							
(10,047)	(6.19½)	(201.0)	712	.21	(10,759)	(6.40½)	Profit contribution							
							Allocated expenses							
388	.24	7.8	660	.19½	272	(.04½)	Selling expense							
134	.08½	2.7	197	.06	63	(.02½)	G & A expense							
42	.02½	.8	77	.02	35	(.00½)	Prod. admin. expense							
564	.35	11.3	934	.27½	370	(.07½)	Total allocated expense							
(10,611)	(6.54½)	(212.3)	(222)	(.06½)	(10,389)	(6.47½)	Pretax profit (loss)							
(5,407)	(3.34)	(108.3)	(115)	(.03½)	5,292	3.30½	Fed. ~~& state~~ taxes 54%							
$ (5,194)	(3.20½)	(104.0)%	$ (107)	$ (.03½)	$ (5,087)	(3.17½)	Net profit or (loss)							

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(1) Purchase Discounts Earned, Included in Cost of Goods Sold.
Plant Freight Expense.

(2) Inter-Co. Sales Incl. - Cases
(3) " " " " - Dollars

Form No. 2213A-174-6C 5/61

[fol. 1955]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

Frozen Foods
Per Ritz Pies
MAY 1961
4 Pound Cases

CURRENT MONTH							Particulars	FISCAL YEAR TO DATE						
Actual		Budget		Variance from Budget Favorable (Unfavorable)				Actual		Budget		Variance from Budget Favorable (Unfavorable)		
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case		Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case
236,653		353,140		(116,487)			Cases sold	448,253		679,350		(230,597)		
*592,069	.25	$ 874,220	$ 2.48	(289,272)	6,405	$ .02	Gross sales	**$1,116,745	$ 2.49	$ 1,686,320	$ 2.47	(569,575)	9,591	$ .02
100,773	.04	131,226	.37	43,217	(12,784)	(.05)	Deductions from sales	188,378	.42	257,977	.38	87,627	(15,027)	(.04)
423,276	.18	742,710	2.11	(246,055)	(6,379)	(.03)	Net sales	928,367	2.07	1,428,343	2.09	(481,948)	(5,436)	(.02)
414,926	1.75	604,254	1.71	184,730	5,168	(.04)	Cost of good sold	784,583	1.75	1,157,920	1.70	373,136	10,489	(.03)
78,350	.33	149,556	.40	(61,325)	(1,211)	(.07)	Gross profit	143,784	.32	270,423	.39	(168,812)	2,053	(.05)
							Direct expenses							
6,479	.02½	12,862	.04	2,306	6,277	.02	Advertising & Promotions	11,456	.02½	25,296	.04	4,796	9,144	.01½
11,594	.05	14,315	.04	2,959	(168)	(.01)	Other direct selling	26,042	.05½	44,241	.06½	5,857	12,442	.01
10,338	.04½	15,745	.04½	5,265	328	-	G & A expense	24,386	.05½	31,925	.05½	10,423	(3,704)	(.01)
28,411	.12	42,912	.13	10,530	6,437	(.01)	Total direct expenses	61,884	.13	101,342	.15	21,076	17,882	.01½
49,939	.21	95,474	.27	(50,795)	5,260	.06	Profit contribution	81,900	.18½	147,701	.22	(57,136)	19,935	(.03½)
							Allocated expense							
33,068	.14	41,079	.11½	5,809	2,211	(.01½)	Selling expense	66,674	.14½	80,773	.12	10,178	4,281	(.02½)
17,231	.07	22,297	.06	2,590	816	(.01)	G & A expense	34,975	.08	37,241	.06	5,015	(399)	(.02)
6,878	.03	7,047	.02	1,034	(815)	(.01)	Prod. admin. expense	12,436	.03	14,747	.02	1,794	319	(.01)
57,177	.24	70,423	.19½	9,433	2,212	(.04½)	Total allocated expense	113,485	.25½	134,022	.20	16,987	4,161	(.05½)
(7,238)	(.03)	24,672	.07½	(41,362)	7,472	(.10½)	Pretax profit (loss)	(31,585)	(.07)	13,679	.02	(70,749)	24,096	(.09)
(3,691)	(.01½)	13,859	.04	(21,095)	3,545	(.05½)	Federal taxes	(16,108)	(.03½)	7,875	.01	(34,082)	12,129	(.04½)
$ (3,547)	$ (.01½)	$ 12,795	$ .03½	(20,267)	3,927	$ (.05)	Net profit or (loss)	$ (15,477)	$ (.03½)	$ 7,233	$ .01	(34,667)	11,957	$ (.04½)

*Includes inter-div. & inter-co. sales
230 Cases
$541 Dollars

Percent of Net Sales	Actual	Budget
Gross profit	15.9%	18.9%
Net earnings	(.7)%	1.6%

Percent of Net Sales	Actual	Budget
Gross profit	15.5%	17.7%
Net earnings	(1.7)%	.5%

**Includes inter-div. & inter-co. sales
435 Cases
$ 994 Dollars

FORM 214-1-205-75 REV. 6/61

[fol. 1956]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

Frozen Foods
Swiss Miss Pies
MAY 1961
12 Pack Cases

CURRENT MONTH Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Variance from Budget Favorable (Unfavorable) Volume	Expense	Per Case	Particulars	FISCAL YEAR TO DATE Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Variance from Budget Favorable (Unfavorable) Volume	Expense	Per Case
95,875		76,300		19,575			Cases sold	174,614		144,300		30,314		
$ 321,973	$3.36	$ 271,049	$3.55	$ 69,535	$(16,611)	$(.21)	Gross sales	$ 633,476	$3.62	$ 539,364	$3.74	$107,634	$(5,212)	$(.03)
78,221	.81	52,727	.69	(13,526)	(11,968)	(.12½)	Deductions from sales	154,434	.88	103,262	.71½	(24,004)	(27,018)	(.16½)
243,752	2.55	218,322	2.86	56,009	(12,643)	(.14)	Net sales	479,042	2.74	436,102	3.02½	83,630	(33,230)	(.18½)
253,225	2.64	194,777	2.62	(56,245)	2,997	(.02)	Cost of good sold	474,871	2.72	391,195	2.71½	(89,185)	6,177	(.02)
(9,473)	(.09)	23,545	.24	(233)	(9,646)	(.16)	Gross profit	4,171	.02½	44,907	.31	(4,545)	(27,053)	(.20½)
							Direct expenses							
389	.00½	647	.01	(51)	360	.00½	Advertising & Promotions	727	.00½	887	.00½	(76)	236	—
392	.00½	—	—	—	(392)	(.00½)	Other direct selling	710	.00½	6,000	.04	—	5,290	.03½
8,375	.08½	3,052	.04	(783)	(4,540)	(.07½)	G & A expense	13,427	.07½	6,135	.04	(1,213)	(16,592)	(.03½)
9,156	.09½	3,750	.05	(834)	(4,572)	(.07½)	Total direct expenses	15,374	.08½	13,009	.09½	(1,289)	(11,076)	—
(1,629)	(.01½)	19,595	.19	(1,067)	(15,157)	(.20½)	Profit contribution	(10,253)	(.06)	31,700	.21½	(3,256)	(38,129)	(.20½)
							Allocated expense							
17,477	18½	12,121	.16	(6,161)	655	(.02½)	Selling expense	33,483	.19	24,506	.16½	(10,768)	1,291	(.02½)
6,982	.07	4,900	.05½	(2,700)	176	(.01½)	G & A expense	14,004	.07½	9,107	.06	(5,201)	(96)	(.01½)
2,787	.02	1,933	.02	(1,078)	(176)	(.01)	Prod. admin. expense	4,727	.02	3,204	.02	(1,861)	78	(.01)
27,446	.28½	18,962	.23½	(9,939)	655	(.05)	Total allocated expense	52,974	.29½	36,417	.24½	(17,830)	1,273	(.05)
(29,075)	(.30)	(3,367)	(.04½)	(11,006)	(14,502)	(.25½)	Pretax profit (loss)	(63,227)	(.35½)	(14,717)	(.10)	(21,654)	(26,856)	(.25½)
(14,828)	(.15½)	(1,655)	(.02½)	(5,613)	(7,360)	(.13)	Federal taxes	(32,246)	(.18)	(7,653)	(.05)	(11,044)	(13,549)	(.13)
$ (14,247)	$ (.14½)	$ (1,712)	$ (.02)	(5,393)	(7,142)	$ (.12½)	Net profit or (loss)	$ (30,981)	$ (.17½)	$ (7,064)	$ (.05)	(19,610)	(13,307)	$ (.12½)

*Includes inter-div. & inter-co. sales
240 Cases
$ 809 Dollars

**Includes inter-div. & inter-co. sales
1,820 Cases
$ 5,744 Dollars

Percent of Net Sales	Actual	Budget
Gross profit	1.1%	8.1%
Net earnings	(6.5%)	(1.7%)

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FORM 2214-1-205-75 REV. 6/61 1956

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

Frozen Foods
Pet Evaporated Milk
May 1961
6 Pack Cases

CURRENT MONTH Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Variance from Budget Favorable (Unfavorable) Volume	Expense	Per Case	Particulars	FISCAL YEAR TO DATE Actual Amount	Actual Per Case	Budget Amount	Budget Per Case	Variance from Budget Favorable (Unfavorable) Volume	Expense	Per Case
1,197		3,505		(2,308)			Cases sold	2,817		6,895		(4,078)		
$ 4163	3.48	$ 12,976	$3.70	($ 340)	(173)	(14¢)	Gross sales	** 9990	3.54	24,977	3.62	(14,773)	$ (214)	$ (.08)
384	.32	946	.27	623	(61)	(05)	Deductions from sales	1,218	.43	1,961	.28	1,101	(458)	(.16)
3779	3.16	12,030	3.43	(7,227)	(234)	(19¢)	Net sales	8,772	3.11	23,016	3.33	(13,672)	(672)	(.24)
3967	3.31	12,127	3.47	6,485	(325)	(.27¢)	Cost of good sold	8,722	3.09	20,047	2.90	11,525	(230)	(.19)
(188)	(15¢)	(97)	(.04)	(1,252)	(559)	(.47)	Gross profit	50	.02	2,969	.43	(2,147)	(902)	(.43)
45	.03¢	12	.00¢	8	(41)	(.03)	Direct expenses Advertising & Promotions	572	.20¢	24	.00¢	14	(562)	(.20)
423	.34	600	.17	345	(223)	(.19)	Other direct selling	10,072	3.57¢	1,230	.17¢	710	(9,532)	(3.40)
53	.04¢	158	.04¢	104	1	-	G & A expense	157	.05¢	341	.04¢	184	(31)	(.01)
521	.41	770	.21	507	(263)	(.22)	Total direct expenses	10,801	3.83¢	1,595	.23¢	908	(10,175)	(3.61)
(714)	(59¢)	823	.24¢	(745)	(822)	(.69)	Profit contribution	(10,751)	(3.81¢)	15,421	2.20¢	(1,239)	(11,077)	(4.04)
255	.21	241	.11	352	34	(.03)	Allocated expense Selling expense	648	.23	1,201	.18¢	590	68	(.04¢)
97	.07¢	205	.06	110	8	(.01¢)	G & A expense	221	.08	402	.06¢	186	(5)	(.02)
25	.02	73	.02¢	44	(9)	(.01)	Prod. admin. expense	77	.02¢	147	.02	67	3	(.00¢)
377	.31¢	516	.15	506	33	(.02¢)	Total allocated expense	941	.33	1,550	.22¢	843	66	(.07)
(1,091)	(.91)	(62)	(.02)	(239)	(789)	(.89¢)	Pretax profit (loss)	(11,692)	(4.15)	(235)	(.04)	(396)	(11,011)	(4.11)
(556)	(.46¢)	(32)	(.01)	(122)	(401)	(.45¢)	Federal taxes	(5,963)	(2.11¢)	(143)	(.02)	(202)	(5,613)	(2.09¢)
$ (535)	(.44¢)	$ (30)	$ (.01)	$ (117)	$ (388)	$ (.44)	Net profit or (loss)	$ (5,729)	(2.03¢)	$ (137)	$ (.02)	$ (194)	$ (5,398)	$ (2.01¢)

*Includes inter-div. & inter-co. sales
- Cases
- Dollars

Percent of Net Sales	Actual	Budget
Gross profit	(5.0%)	13.0%
Net earnings	(14.2%)	(.3)%

Percent of Net Sales	Actual	Budget
Gross profit	.6%	13.5%
Net earnings	(65.3%)	(.6)

**Includes inter-div. & inter-co. sales
- Cases
- Dollars

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FORM 2214-1-205-75 REV. 6/61 1957

[fol. 1958]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

FROZEN FOODS
PET-RITZ PIES
June 1961
(6 Pack Cases)

CURRENT MONTH								FISCAL YEAR TO DATE							
Actual		Budget		Variance from Budget Favorable (Unfavorable)			Particulars	Actual		Budget		Variance from Budget Favorable (Unfavorable)			
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case		Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case	
*185,222		349,680		(164,458)			Cases sold	**633,475		1,028,530		(395,055)			
$463,042	$2.50	$874,487	$2.50	($410,445)	$894	0%	Gross sales	$1,579,787	$2.49½	$2,549,216	$2.48	($979,914)	$10,485	.01½	
91,021	.49	131,935	.38	62,050	(21,146)	(.11)	Deductions from sales	279,409	.44	388,412	.38	149,677	(39,173)	(.06)	
372,021	2.01	742,552	2.12	(370,507)	252	(.11)	Net sales	1,300,378	2.05½	2,160,803	2.10	(830,237)	(28,688)	(.04½)	
310,660	1.67½	611,622	1.71½	274,711	14,051	.04	Cost of good sold	1,095,243	1.73	1,769,822	1.72	648,087	24,540	.01	
61,251	.33½	140,930	.40	(79,797)	(6,201)	(.07)	Gross profit	205,135	.32½	391,473	.38	(182,190)	(4,148)	(.05½)	
							Direct expenses								
1935	.01	1,998	.01	3,816	1247	.03½	Advertising & Promotions	15,211	.02½	4,319	.04	8,612	18,391	.01½	
11,872	.06½	12,540	.03½	3,338	(2,010)	(.03)	Other direct selling	27,914	.06	55,109	.05½	9,195	9772	(.00½)	
5247	.03	17,527	.05	8,256	4054	.02	G & A expense	24,623	.04½	48,973	.04½	18,679	350	-	
19,054	.10½	42,065	.13	15,410	10,631	.02½	Total direct expenses	80,938	.13	148,737	.14	36,486	28,513	.01	
42,297	.23	98,465	.28	(57,168)	1430	(.04½)	Profit contribution	124,197	.19½	242,736	.24	(145,704)	24,365	(.04½)	
							Allocated expense								
32,499	.17½	40,006	.11½	7509	378	.06	Selling expense	97,573	.15½	115,184	.12	17,687	4,639	.03½	
18332	.10	21,471	.06	3,483	(1,349)	.01	G & A expense	53,207	.08½	60,063	.06	8,503	(1,748)	.02½	
7261	.04	11,734	.02	1,400	(927)	.02	Prod. admin. expense	19,777	.03	22,983	.02	3,194	(608)	.01	
58,192	.31½	73,211	.19½	12,392	(1,878)	.12	Total allocated expense	170,677	.27	198,230	.20	29,384	2,283	.07	
(15,895)	(.08½)	25,254	.07	(45,571)	2,552	.16½	Pretax profit (loss)	(47,480)	.07½	44,506	.04	(116,320)	26,648	.03½	
(8,136)	(.04½)	12,102	.04	2241	(1,103)	.08½	Federal taxes	(24,214)	(.04)	21,934	.02	59,323	(13,170)	.02	
$(7,759½)	($.04)	$13,020	$.03	$(22,330)	$1,521	$(.08)	Net profit or (loss)	$(23,266)	$(.03½)	$22,572	$.02	$(56,997)	$13,478	$(.01½)	

*Includes inter-div. & inter-co. sales
5 Cases
1 Dollars

	Actual	Budget
Percent of Net Sales		
Gross profit	16.5%	19.0%
Net earnings	(2.1%)	1.5%

	Actual	Budget
Percent of Net Sales		
Gross profit	15.8%	18.1%
Net earnings	(1.8%)	.9

**Includes inter-div. & inter-co. sales
440 Cases
$1,007 Dollars

[fol. 1958]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

FROZEN FOODS
SWISS MISS PIES
June 1961
(12 Pack Cases)

CURRENT MONTH							Particulars	FISCAL YEAR TO DATE						
Actual		Budget		Variance from Budget Favorable (Unfavorable)				Actual		Budget		Variance from Budget Favorable (Unfavorable)		
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case		Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case
* 75,149		62,000		13,149			Cases sold	** 254,763		211,300		43,163		
$ 263,962	$3.50	$220,335	$3.55	$ 4,723	$ (1,096)	$(.05)	Gross sales	$ 896,038	$3.51½	$ 750,399	$3.55	$154,353	$ (8,714)	$(03½)
63,813	.85	43,400	.70	(9,205)	(11,225)	(.15)	Deductions from sales	216,307	.85	146,862	.69½	(30,209)	(39,296)	(.15½)
199,679	2.65½	176,935	2.85½	37,524	(14,729)	(.20)	Net sales	679,67	2.66½	603,537	2.85½	124,144	(48,010)	(.19)
195,489	2.60	164,767	2.65½	(42,149)	11,127	.05½	Cost of good sold	670,360	2.63	558,360	2.63	(131,364)	17,304	-
4,190	.05½	12,468	.20	(4625)	(3,653)	(.14½)	Gross profit	9,311	.03½	47,177	.22½	(7,160)	(30,706)	(.19)
249	-	160	-	(34)	(55)	-	Direct expenses Advertising & Promotions	984	-	1,047	.00½	(110)	171	.00½
342	.00½	-	-	-	(342)	(.00½)	Other direct selling	1052	.00½	6,000	.03	-	4,948	.02½
9005	.12	2,480	.04	(526)	(5,999)	(.08)	G & A expense	22932	.09	7,002	.04	(1,739)	(12,591)	(.05)
9,596	.12½	2,640	.04	(560)	(6,396)	(.08½)	Total direct expenses	24,970	.09½	14,049	.07½	(1,849)	(7,472)	(.02)
(5,406)	(.07)	9,828	.16	(3,735)	(10,049)	(.23)	Profit contribution	(15,659)	(.06)	31,528	.15	(9,009)	(38,178)	(.21)
17464	.23	1779	.16	(7781)	96	(.07)	Allocated expense Selling expense	51,447	.20	36,245	.16	(18,549)	1,387	(.04)
7438	.10	3,020	.06	(3520)	(238)	(.04)	G & A expense	21,442	.08½	12,327	.06	(8,771)	(334)	(.02½)
2937	.04	1,392	.02	(1433)	(164)	(.02)	Prod. admin. expense	7,474	.03	4,594	.02	(3,294)	(86)	(.01)
27839	.37	16,191	.24	(12,734)	(498)	(.13)	Total allocated expense	80,363	.31½	53,216	.24	(30,614)	967	(07½)
(33,295)	(.44)	(6,363)	(.08)	(17,469)	(10,455)	(.36)	Pretax profit (loss)	(95,522)	(.37½)	(17,688)	(.09)	39,623	(37,211)	(.28½)
(16,980)	(.23½)	(2,583)	(.04)	9,164	5,231	.18½	Federal taxes	(49,226)	(.19)	(10,238)	(.04½)	20,208	18,780	.14½
$(16,315)	$(.21½)	$(3,780)	$(.04)	$(8,305)	$(5,124)	$(17½)	Net profit or (loss)	$(47,296)	$(18½)	$ (9,450)	$(.04½)	$(19,415)	$(18,431)	$(.14)

*Includes inter-div. & inter-co. sales
235 Cases
$223 Dollars

Percent of Net Sales	Actual	Budget
Gross profit	2.1%	7.8%
Net earnings	(8.2).0	(1.3)%

Percent of Net Sales	Actual	Budget
Gross profit	1.4%	7.2%
Net earnings	(7.0)%	(16)%

**Includes inter-div. & inter-co. sales
2055 Cases
$ 6,517 Dollars

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

FROZEN FOODS
PET BRAND PIES
June 1961
(6 Pack Cases)

CURRENT MONTH							Particulars	FISCAL YEAR TO DATE						
Actual		Budget		Variance from Budget Favorable (Unfavorable)				Actual		Budget		Variance from Budget Favorable (Unfavorable)		
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case		Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case
* 1,324		3415		(2,011)			Cases sold	** 4,141		10,310		(6,169)		
$ 4,362	$3.29½	$ 12,335	$3.61	$(7,553)	$ (420)	$(31½)	Gross sales	$ 14,352	$3.46½	$ 37,312	$3.62	$(22,326)	$ (634)	$(.15½)
571	.43	922	.27	565	(214)	(.16)	Deductions from sales	1,729	.43	2,793	.27	1,666	(672)	(.16)
3,791	2.86½	11,413	3.34	(6,488)	(634)	(.47½)	Net sales	12,563	3.03½	34,529	3.35	(20,660)	(1,306)	(.31½)
4,262	3.22	4,893	2.89½	6,099	(457)	(.32½)	Cost of good sold	12,484	3.13½	29,410	2.90	17,613	(687)	(.23½)
(471)	(.35½)	1,520	.44½	(900)	(1,091)	(.80)	Gross profit	(421)	(.10)	4,619	.45	(3,047)	(1,993)	(.55)
59	.04½	12	.00½	7	(54)	(.04)	Direct expenses Advertising & Promotions	637	.15	36	.00½	21	(616)	(.14½)
467	.30½	600	.17½	367	(174)	(.13)	Other direct selling	10,479	2.53	1,800	.17½	1,077	(9,756)	(2.35½)
205	.15½	170	.05	104	(139)	(.10½)	G & A expense	362	.09	480	.04½	288	(170)	(.04½)
671	.50½	782	.23	478	(367)	(.27½)	Total direct expenses	11,472	2.77	2316	.22½	1,386	(10,582)	(2.54½)
(1,142)	(.86)	738	.21½	(422)	(1,458)	(1.07½)	Profit contribution	(11,893)	(2.87)	2303	.22½	(1,661)	(12,575)	(2.99½)
237	.25½	612	.18	272	6	(.07½)	Allocated expense Selling expense	980	.24	1916	.18½	862	74	(.05½)
130	.10	144	.06	82	(13)	(.04)	G & A expense	351	.08½	601	.06	268	(18)	(.02½)
52	.04	76	.02	33	(9)	(.02)	Prod. admin. expense	129	.03	223	.02	100	(6)	(.01)
819	.32½	912	.26	387	(16)	(.13½)	Total allocated expense	1,460	.35½	2740	.26½	1,230	50	(.09)
(1,961)	(1.25½)	(52)	(.04½)	(35)	(1,474)	(1.21)	Pretax profit (loss)	(13,353)	(3.22½)	(4,317)	(.04)	(431)	(12,485)	(3.15½)
(547)	(.64)	712	.02½	18	750	.61½	Federal taxes	(6,810)	(1.64½)	(227)	(.02)	220	6,363	1.62½
$ (814)	(.61½)	$ (731)	$(.02)	$ (17)	$ (724)	$(.59½)	Net profit or (loss)	$ (6,543)	$(1.58)	$ (210)	$.02	$ (211)	$(6,122)	$(1.56)

*Includes inter-div. & inter-co. sales
_____ Cases
_____ Dollars

Percent of Net Sales	Actual	Budget
Gross profit	(12.4)%	13.3%
Net earnings	(21.5)%	(.6)%

Percent of Net Sales	Actual	Budget
Gross profit	(3.4)%	13.4%
Net earnings	(52.1)%	(.6)%

**Includes inter-div. & inter-co. sales
_____ Cases
_____ Dollars

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

FROZEN FOODS
PET-RITZ PIES
July 1961
(6 pack cases)

CURRENT MONTH							Particulars	FISCAL YEAR TO DATE						
Actual		Budget		Variance from Budget Favorable (Unfavorable)				Actual		Budget		Variance from Budget Favorable (Unfavorable)		
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case		Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case
* 16 215		334 640		(18 425)			Cases sold	** 502 370		1,363,140		(360,770)		
$ 434 457	$ 2.584	$ 514 570	$ 2.47	[illegible]	$ 19.112	.11¢	Gross sales	$ 2 016 271	$ 2.11¢	$ 3376 096	$ 2.47¢	$ 1,339,912	$ 19,527	$ .04
37 414	.22¢	63,961	.19	31 612	(5,175)	(.03¢)	Deductions from sales	197 042	.13¢	265,272	.19¢	104,018	(30,078)	(.06)
$ 397,070	2.36	763,609	2.28	(322,576)	13 937	.08	Net sales	1 523 229	2.98	3,110 094	2.28	(1,236,894)	(451)	-
310 187	1.23¢	525,791	1.22	256,245	9336	(.11¢)	Cost of good sold	1 425 430	1.75	2,343,611	1.72	904 315	33,916	(.03)
86 883	.52¢	197,818	.56	(121,807)	23,664	(.03¢)	Gross profit	423,799	.83	766,483	.56	(342,579)	33,245	(.03)
							Direct expenses							
13,574	.08¢	16,366	.05	2 765	12 344	.04¢	Advertising & Promotions	14 745	.02	56,760	.04¢	7 395	33,620	.02
45,886	.27	92,216	.27¢	34 027	11 733	.00¢	Other direct selling	211 281	.26¢	336,967	.24¢	116,453	2,235	(.02)
12,382	.08	17,174	.05	8 320	(4,503)	(.03)	G & A expense	43 040	.05¢	63,246	.05	26,988	(4,150)	(.00¢)
86,323	.51¢	135,066	.37¢	45 112	19,468	.01¢	Total direct expenses	271 046	.34	456,973	.33¢	153,847	35,696	(.00¢)
28,560	.17	61,362	.19¢	(25,533)	42 731	(.01¢)	Profit contribution	152,753	.19	306,998	.22¢	(122,213)	69,031	(.03¢)
							Allocated expense							
30,555	.18	37,627	.11¢	6,519	553	(.06¢)	Selling expense	129,124	.16	159,526	.11¢	24,368	5,196	(.04¢)
16,755	.09	20,332	.06	3350	423	(.03)	G & A expense	76,053	.09	80,564	*	4,828	(1,246)	(.02)
4,931	.03	7,172	.02	979	1266	(.01)	Prod. admin. expense	24,324	.03	27,[illegible]	.02	4,173	658	(.01)
52,241	.31	65,101	.19¢	10,848	2,242	(.11¢)	Total allocated expense	229,945	.28	267,645	.19¢	40,312	4,522	(.02¢)
(23,681)	(.14)	(3,739)	(.01)	(20,305)	40,976	(.13)	Pretax profit (loss)	(77,192)	(.09)	39,353	.03	(162,010)	23,609	(.12)
(12,071)	(.07)	(2,094)	(.01)	38,009	(22,977)	.06¢	Federal taxes	(36,265)	(.04¢)	19,291	.01¢	93,335	(37,157)	.06
$ (11,597)	(.07)	$ (1,845)	$ (.01)	$ (31,705)	$ 21,999	(.06¢)	Net profit or (loss)	$ (34,863)	$ (.04¢)	$ 19,362	$ .01¢	$ (89,625)	$ 36,453	(.06)

*Includes inter-div. & inter-co. sales
23 Cases
$ 500 Dollars

**Includes inter-div. & inter-co. sales
679 Cases
$ 1,557 Dollars

Percent of Net Sales	Actual	Budget
Gross profit	22.3%	[illegible]
Net earnings	(2.9)%	(.2%)

Percent of Net Sales	Actual	Budget
Gross profit	23.2%	[illegible]%
Net earnings	(1.9%)	.6%

[fol. 1962]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

FROZEN FOODS
SWISS MISS PIES
July 1961
(12 pack cases)

CURRENT MONTH								FISCAL YEAR TO DATE							
Actual		Budget		Variance from Budget Favorable (Unfavorable)			Particulars	Actual		Budget		Variance from Budget Favorable (Unfavorable)			
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case		Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case	
* 69,347		57,002		10,317			Cases sold	** 3-4 110		270,300		53,810			
* $ 241,527	$3.48½	$ 207,670	$3.64½	$ [illegible]	$ (4903)	$ (.07)	Gross sales	** $ 1,127,525	$3.51	$ 962,069	$3.55	$ 191,123	$ (13,417)	$ (.04)	
25,903	.37½	23,846	.42½	(4,171)	(7917)	(.11½)	Deductions from sales	168,625	.52½	109,552	.40½	(21,509)	(34,674)	(.11½)	
205,624	2.96½	183,824	3.22½	32,579	(12,720)	(.18½)	Net sales	958,900	2.99	852,517	3.14½	169,314	(48,091)	(.15½)	
190,818	2.75	153,322	2.68½	(21,230)	12,327	(.08½)	Cost of good sold	764,178	2.65½	713,705	2.64	(17,704)	29,631	(.01½)	
14,816	.21½	29,430	.52½	(13,221)	(393)	(.27)	Gross profit	194,722	.33½	136,812	.50½	(3,790)	(20,460)	(.17)	
							Direct expenses								
276	.00½	153	-	-	(123)	(.00½)	Advertising & Promotions	1,262	.00½	1,200	.00½	-	(62)	-	
24,398	.35	17,700	.31	(3,104)	(3,594)	(.05)	Other direct selling	109,485	.34	94,905	.31½	(15,675)	(9,255)	(.02½)	
10,483	.15	2,510	.04	(414)	(7,559)	(.11)	G & A expense	23,415	.16	11,113	.04	(2,153)	(10,150)	(.06)	
35,157	.50½	20,363	.35½	(3,518)	(11,276)	(.16½)	Total direct expenses	144,362	.44½	97,217	.36	(17,828)	(29,297)	(.08½)	
(20,341)	(.29)	9,067	.15½	(16,739)	(11,669)	(.41½)	Profit contribution	(36,360)	(.11)	39,595	.14½	(25,618)	(49,957)	(.25½)	
							Allocated expense								
15,625	.20½	9,142	.15½	(6,617)	135	(.07)	Selling expense	67,072	.20½	43,127	.16	(25,164)	1,523	(.04½)	
6,926	.10	3,613	.06	(3,387)	74	(.04)	G & A expense	28,318	.09	15,715	.06	(13,101)	(3,502)	(.03)	
2,232	.03	1,264	.02½	(981)	213	.01	Prod. admin. expense	9,996	.03	5,525	.02	(4,275)	197	(.01)	
24,523	.35½	14,020	.24½	(10,985)	422	(.11)	Total allocated expense	105,386	.32½	64,367	.24	(41,540)	1,379	(.08½)	
(44,864)	(.64½)	(5,053)	(.10)	(27,674)	(11,337)	(.50½)	Pretax profit (loss)	(141,376)	(.43½)	(25,041)	(.09½)	(67,187)	(48,358)	(.34)	
(22,881)	(.33)	(3,276)	(.06½)	14,114	5,671	.27½	Federal taxes	(72,107)	(.22)	(13,334)	(.05)	34,265	24,508	.17	
$ (21,983)	(.31½)	$ (2,957)	$ (.06)	$ (13,560)	$ (5,666)	$ (.27)	Net profit or (loss)	$ (69,279)	$ (.21½)	$ (12,307)	$ (.04½)	$ (32,922)	$ (24,850)	$ (.17)	

*Includes inter-div. & inter-co. sales
250 Cases
$ 823 Dollars

**Includes inter-div. & inter-co. sales
2,305 Cases
$ 7,340 Dollars

Percent of Net Sales	Actual	Budget
Gross profit	7.2%	15.3%
Net earnings	(10.7%)	(1.5%)

Percent of Net Sales	Actual	Budget
Gross profit	11.2%	16%
Net earnings	(7.1%)	(1.4%)

FORM 221-1-205-75 REV. 6/61 1962

[fol. 1963]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

FROZEN FOODS
PET BRAND PIES
July 1961
(6 pack cases)

CURRENT MONTH								FISCAL YEAR TO DATE							
Actual		Budget		Variance from Budget Favorable (Unfavorable)			Particulars	Actual		Budget		Variance from Budget Favorable (Unfavorable)			
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case		Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case	
1,749		2,945		(1,347)			Cases sold	7,889		13,305		(7,416)			
$ 5,593	$3.20	$ 10,527	$3.64	$(4,934)	$ (726)	$(.44)	Gross sales	$ 17,945	$3.38	$ 48,137	$3.62	$(26,234)	$ (1,360)	$(.24)	
296	.17	30	.01	12	(278)	(.16)	Deductions from sales	548	.07	133	.01	74	(467)	(.06)	
5,297	3.03	10,797	3.73	(4,922)	(1,004)	(.58)	Net sales	17,417	3.31	48,206	3.61	(26,308)	(1,827)	(.30)	
7,507	4.29	8,749	3.02	3,642	(1,891)	(1.27)	Cost of good sold	20,491	3.89	32,649	2.41	21,256	(3,098)	(.52)	
(2,210)	(1.26)	2,048	.71	(1,280)	.3485	(1.98)	Gross profit	(1,074)	(.18)	9,347	.70	(5,204)	(4,917)	(.82)	
							Direct expenses								
57	.03	10	.00	-	(47)	(.03)	Advertising & Promotions	658	.12	46	.00	-	(642)	(.11)	
692	.39	1,374	.48	521	121	.07	Other direct selling	12,729	2.41	5,874	.44	3,262	(10,116)	(1.72)	
265	.15	150	.05	62	(47)	(.03)	G & A expense	617	.12	620	.05	320	(337)	(.06)	
1,014	.57	1,554	.54	643	(93)	(.06)	Total direct expenses	14,033	2.65	6,550	.49	3,612	(11,095)	(1.89)	
(3,214)	(1.83)	494	.17	(2,151)	(3,798)	(2.08)	Profit contribution	(15,107)	(2.85)	2,797	.21	(1,792)	(16,012)	(2.72)	
							Allocated expense								
424	.24	530	.19	92	9	(.06)	Selling expense	1,404	.26	2,446	.18	260	82	(.14)	
134	.08	195	.06	7	4	(.04)	G & A expense	325	.06	786	.06	275	(14)	(.02)	
51	.03	64	.02	2	11	(.01)	Prod. admin. expense	190	.03	287	.02	102	5	(.01)	
649	.37	779	.27	101	23	(.11)	Total allocated expense	1,919	.35	3,519	.26	1,337	73	(.09)	
(3,863)	(2.21)	(285)	(.10)	(103)	(3,775)	(2.19)	Pretax profit (loss)	(17,026)	(3.20)	(722)	(.05)	(3,555)	(16,737)	(2.81)	
(1,979)	(1.13)	(145)	(.05)	53	1,767	1.07	Federal taxes	(8,590)	(1.49)	(375)	(.03)	283	8,120	1.46	
$ (1,893)	(1.07)	$ (137)	(.05)	$ (50)	$(1,706)	$(1.04)	Net profit or (loss)	$ (8,436)	(1.71)	$ (347)	(.02)	$ (272)	$ (7,817)	(1.35)	

*Includes inter-div. & inter-co. sales
_____ Cases
_____ Dollars

**Includes inter-div. & inter-co. sales
_____ Cases
_____ Dollars

Percent of Net Sales	Actual	Budget	Actual	Budget
Gross profit	(41.7)	19.0 %	(6.2)	14.5 %
Net earnings	(35.7)	(1.3 %)	(48.4)	(.7%)

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

CURRENT MONTH							FISCAL YEAR TO DATE						
Actual		Budget		Variance from Budget Favorable (Unfavorable)			Actual		Budget		Variance from Budget Favorable (Unfavorable)		
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case	Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case
*							**						
[illegible]		317,240		[illegible]			[illegible]		[illegible]		[illegible]		
$ 416,197	$ 3.37	$ 790,109		[illegible]	13,417	[illegible]	Gross sales	$ 432,467	[illegible]	[illegible]	[illegible]	$ 43,019	[illegible]
26,551	.23	44,611		13,461	(2,149)	(.02)	[illegible]ctions from sales	222,533	.21	232,608	.20	142,147	(21,122)	(.03)
373,516	3.14	723,439		([illegible])	10,313	[illegible]	[illegible] sales	[illegible]	2.29	[illegible]	2.28	(1,420,604)	9,222	.01
216,364	1.82	549,199		256,150	[illegible]	(.44)	[illegible] of good sold	1,482,294	1.76	2,992,969	[illegible]	1,167,445	44,520	(.04)
91,322	.67	174,295		(164,670)	26,997	.02	Gross profit	515,181	.61	946,778	.60	(48,189)	54,922	(.04)
							Direct expenses							
4,165	.03	8,757	.01	3,643	1,949	.00	Advertising & Promotions	19,910	.02	44,617	.04	12,038	24,649	.02
47,011	.39	72,303	.09	22,505	(2,803)	(.02)	Other direct selling	266,392	.32	414,272	.26	152,348	1,732	(.06)
13,124	.11	18,750	.02	5,240	(386)	(.01)	G & A expense	54,142	.06	82,814	.05	35,304	(6,972)	(.01)
64,300	.53	102,810	.12	31,388	46,772	(.03)	Total direct expenses	325,342	.40	541,395	.35	177,625	19,409	(.09)
26,922	.22	71,485	.08	(57,282)	12,769	(.03)	Profit contribution	189,679	.21	373,383	.25	(228,514)	34,910	(.04)
							Allocated expense							
32,641	.27	41,712	.05	6,715	1,956	(.02)	Selling expense	160,654	.19	210,238	.14	30,931	7,122	(.05)
21,674	.18	[illegible]	.06	4,629	(2,522)	(.02)	G & A expense	91,699	.09	181,703	.08	75,272	(2,272)	(.01)
7,190	.06	7,253	.01	1,463	(1,400)	(.01)	Prod. admin. expense	31,914	.03	34,[illegible]	.02	[illegible]	(668)	(.01)
61,993	.51	70,134	.12	12,807	(3,866)	(.05)	Total allocated expense	284,268	.31	426,[illegible]	.24	141,169	6,182	(.07)
(34,971)	(.28)	1,341	.03	(45,195)	8,963	(.03)	Pretax profit (loss)	(104,119)	(.11)	59,649	.01	(232,683)	82,478	(.08)
(12,[illegible])	(.11)	767	.02	23,049	(4,567)	11%	Federal taxes	(54,120)	(.05)	29,592	.01	116,394	(41,666)	(.02)
$ (12,[illegible])	$(.11)	$ 574	$ —	$(22,146)	$ 4,396	$(.11)	Net profit or (loss)	$ (51,999)	$(.06)	$ 19,[illegible]	$ .01	$(111,[illegible])	$ 41,[illegible]	$(.06)

*Includes inter-div. & inter-co. sales
[illegible] Cases
[illegible] Dollars

Percent of Net Sales	Actual	Budget
Gross profit	[illegible]%	[illegible]%
Net earnings	(3.[illegible])%	.[illegible]%

**Includes inter-div. & inter-co. sales
678 Cases
$ 1,563 Dollars

1964

[fol. 1965]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

CURRENT MONTH								FISCAL YEAR TO DATE							
Actual		Budget		Variance from Budget Favorable (Unfavorable)			Particulars	Actual		Budget		Variance from Budget Favorable (Unfavorable)			
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case		Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case	
* 748							Cases sold	** 334,759		322,800		62,359			
$ 218,812	$8.52	$ 183,616	$8.56	$ 35,196	$ (2,996)	$ (.04)	Gross sales	$ 1,251,348	$8.61	$ 1,145,079	$8.61	$ 222,247	$ (16,978)	$ (.00)	
34,619	.47	31,[illegible]	.[illegible]%	(3,[illegible]73)	(10,[illegible])	(.16)	Deductions from sales	[illegible]	[illegible]	130,612	.[illegible]%	(25,152)	(46,[illegible])	(.[illegible])	
179,[illegible]	2.35	152,956	2.15%	32,[illegible]	(12,[illegible])	(.[illegible])	Net sales	1,[illegible]	2.[illegible]	1,014,467	3.15	197,[illegible]	(62,[illegible])	(.[illegible])	
164,[illegible]	2.20	139,333	1.[illegible]	(38,[illegible])	13,[illegible]	(.[illegible])	Cost of good sold	1,[illegible]	[illegible]	852,927	2.[illegible]	(215,[illegible])	43,[illegible]	(.[illegible])	
15,[illegible]	.[illegible]	24,[illegible]	.[illegible]%	(11,[illegible])	1,[illegible]	(.[illegible])	Gross profit	128,[illegible]	.[illegible]	161,540	.[illegible]	(18,[illegible])	(19,[illegible])	(.[illegible])	
							Direct expenses								
[illegible]	[illegible]	[illegible]	[illegible]	—	—	[illegible]	Advertising & Promotions	[illegible]	[illegible]	[illegible]	[illegible]	—	[illegible]	[illegible]	
[illegible]	[illegible]	17,[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Other direct selling	[illegible]	[illegible]	[illegible]	[illegible]	(17,[illegible])	[illegible]	[illegible]	
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	G & A expense	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
[illegible]	[illegible]	19,[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Total direct expenses	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
(12,[illegible])	(.[illegible])	4,[illegible]	.[illegible]%	(4,[illegible])	(6,[illegible])	[illegible]	Profit contribution	(51,[illegible]	[illegible]	44,[illegible]	[illegible]	(33,[illegible])	[illegible]	[illegible]	
							Allocated expense								
[illegible]	[illegible]	9,[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Selling expense	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	G & A expense	[illegible]	[illegible]	19,412	[illegible]	[illegible]	[illegible]	[illegible]	
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Prod. admin. expense	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
[illegible]	[illegible]	14,[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Total allocated expense	[illegible]	[illegible]	79,[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Pretax profit (loss)	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Federal taxes	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
$ [illegible]	[illegible]	$ [illegible]	[illegible]	$ [illegible]	$ [illegible]	$ [illegible]	Net profit or (loss)	$ (29,944)	$ [illegible]	$ [illegible]	[illegible]	$ [illegible]	$ [illegible]	[illegible]	

*Includes inter-div. & inter-co. sales
[illegible] Cases
[illegible] Dollars

Percent of Net Sales	Actual	Budget
Gross profit	[illegible]	[illegible]
Net earnings	([illegible]	[illegible]

Percent of Net Sales	Actual	Budget
Gross profit	[illegible]	[illegible]
Net earnings	([illegible]	[illegible]

**Includes inter-div. & inter-co. sales
[illegible] Cases
[illegible] Dollars

1965

[fol. 1966]

PET MILK COMPANY
OOD PRODUCTS DIVISION
EARNINGS STATEMENT

FROZEN FOODS
PET BRAND PIES
AUGUST 1961
(6 pack cases

CURRENT MONTH							Particulars	FISCAL YEAR TO DATE						
Actual		Budget		Variance from Budget Favorable (Unfavorable)				Actual		Budget		Variance from Budget Favorable (Unfavorable)		
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case		Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case
1627		2185		(1058)			Cases sold	7516		12990		(8474)		
$ 6846	$4.19	$ 9711	$4.44	$(3242)	$ (524)	$(.25)	Gross sales	$ 25305	$3.36	$ 52150	$4.02	$(30661)	$ (1284)	$(.66)
20	.01	27	.01	11	(4)	-	Deductions from sales	548	.07	161	.01	85	(472)	(.06)
6826	4.18	9684	4.43	(3231)	(528)	(.25)	Net sales	24757	3.29	51990	4.01	(30576)	(2757)	(.72)
4981	3.03	7432	3.40	3134	(135)	(.07)	Cost of good sold	25422	3.38	46591	3.59	29382	(2413)	(.47)
409	.25	1252	.57	(690)	(453)	(.32)	Gross profit	(665)	(.09)	11099	.86	(4194)	(5572)	(1.19)
							Direct expenses							
65	.04	9	-	-	(56)	(.04)	Advertising & Promotions	753	.10	55	-	-	(698)	(.10)
489	.27	1311	.60	556	(1378)	(.67)	Other direct selling	13167	1.75	2405	.18	3775	(9168)	(1.57)
252	.16	141	.06	56	(167)	(.10)	G & A expense	2869	.38	771	.06	406	(504)	(.32)
756	.47	1461	.66	572	133	.01	Total direct expenses	16789	2.23	5011	.39	4194	(10962)	(2.09)
(347)	(.21)	791	.36	(118)	(520)	(.33)	Profit contribution	(15454)	(2.06)	3088	.24	(2619)	(16534)	(2.25)
							Allocated expense							
473	.29	552	.25	69	21	(.04)	Selling expense	1877	.25	3004	.23	1019	108	(.06)
206	.13	179	.08	(3)	(30)	(.07)	G & A expense	745	.10	965	.07	222	(454)	(.04)
78	.04	46	.02	(2)	(11)	(.03)	Prod. admin. expense	253	.03	347	.03	101	(1)	(.01)
766	.47	797	.36	64	(22)	(.14)	Total allocated expense	2875	.38	4316	.33	1291	59	(.11)
(1113)	(.68)	(2588)	(1.19)	(64)	(648)	(.49)	Pretax profit (loss)	(18329)	(2.44)	(1228)	(.09)	(619)	(16475)	(2.36)
(547)	(.33)	(1272)	(.58)	33	271	.25	Federal taxes	(9147)	(1.22)	(632)	(.05)	316	8593	1.22
$ (566)	$(.35)	$ (1316)	$(.61)	$ (31)	$ (377)	$(.24)	Net profit or (loss)	$ (9182)	$(1.22)	$ (596)	$(.04)	$ (303)	$(8089)	$(1.14)

*Includes inter-div. & inter-co. sales
_____ Cases
_____ Dollars

Percent of Net Sales	Actual	Budget
Gross profit	7647	18.09%
Net earnings	(10.31%)	(2.51%)

**Includes inter-div. & inter-co. sales
_____ Cases
_____ Dollars

Percent of Net Sales	Actual	Budget
Gross profit	(2.69%)	19.27%
Net earnings	(36.97%)	(1.03%)

372

FORM 221-1-205-75 REV. 6/61 1966

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

FROZEN FOODS
PET RITZ PIES
SEPTEMBER, 1961
(In pack cases)

Particulars	MONTH Actual Amount	MONTH Actual Per Case	MONTH Budget Amount	MONTH Budget Per Case	MONTH Variance from Budget Favorable (Unfavorable) Volume	MONTH Variance from Budget Favorable (Unfavorable) Expense	MONTH Variance from Budget Favorable (Unfavorable) Per Case	FISCAL YEAR TO DATE Actual Amount	FISCAL YEAR TO DATE Actual Per Case	FISCAL YEAR TO DATE Budget Amount	FISCAL YEAR TO DATE Budget Per Case	FISCAL YEAR TO DATE Variance from Budget Favorable (Unfavorable) Volume	FISCAL YEAR TO DATE Variance from Budget Favorable (Unfavorable) Expense	FISCAL YEAR TO DATE Variance from Budget Favorable (Unfavorable) Per Case
Cases sold								1,175,625		2,327,810		(352,185)		
Gross sales								2,951,702	2.51	5,810,376	2.47	(2,106,922)		.04
Deductions from sales														
Net sales														
[illegible]														
[illegible]								635,117						
Direct expenses								21,903	.02	74,716	.03			.01
Divert. disc. & promotions								301,299	.26	772,593	.33			.07
Other direct selling								65,777	.06	205,572	.09			.03
G & A expense								299,574	.25	664,177	.28			.03
Total direct expenses														
Profit contribution								335,544	.28	992,466	.42	(338,860)		.14
Allocated expense														
Selling expense								36,191	.03	112,722	.05	3,442		.02
G & A expense								109,085	.09	224,787	.09	7,567		
Prod. admin. expense								38,403	.03	92,222	.04	2,221		.01
Total allocated expense								344,479	.29	729,211	.31	38,191		.02
Pretax profit (loss)														
Federal taxes														
Net profit or (loss)								$						

** Includes inter-div. & inter-co. sales

Percent of Net Sales	Actual	Budget
Gross profit		
Net earnings		

	Actual	Budget

Cases
Pounds

FORM

[fol. 1968]

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

PET EVAPORATED MILK
SWISS MISS PIES
SHORTENING AND
OLD DUTCH CHEESE

CURRENT MONTH							YEAR TO DATE					
Actual		Budget		Variance From Budget Favorable (Unfavorable)			Actual		Budget		Variance From Budget Favorable (Unfavorable)	
Amount	Per Case	Amount	Per Case	Volume	Expense	Per Case	Amount	Per Case	Amount	Per Case	Volume	Expense
76,317		83,200		(6,883)								
[illegible]												
[illegible]												
[illegible]			

MILK COMPA
FOOD PRODUCTS DIV
SCHEDULE OF DEDUCTIONS FROM SALE

PET MILK COMPANY
FOOD PRODUCTS DIVISION
EARNINGS STATEMENT

Percent of Net Sales	Actual	Budget
Gross profit	[illegible]	[illegible]
Net earnings	(9.7%)	[illegible]

*Includes Inter-Div. & Inter-Co. sales

(000 omitted)

Dollars

22

FORM

IN UNITED STATES DISTRICT COURT

PLAINTIFF'S EXHIBIT 7A

(See opposite) ☞

[fol. 1971-1972]

IN UNITED STATES DISTRICT COURT
PLAINTIFF'S EXHIBIT 7A

PET MILK COMPANY, SALT LAKE CITY SALES DIVISION,
ACTUAL AND BUDGETED PRE-TAX LOSSES ON
FRUIT PIE SALES

1958

	Actual		Budget	
	Dollars	Per Dozen	Dollars	Per Dozen
January	($ 4,792)	($ .6333)	($ 1,910)	($ .6364)
February	(7,505)	(1.3479)	(2,031)	(.6387)
March	(3,118)	(.5522)	(2,219)	(.5032)
April	(8,353)	(1.2100)	(9,063)	(1.5572)
May	(3,365)	(.6465)	(4,278)	(.7572)
June	(3,349)	(.5235)	(2,588)	(.4447)
July	(3,402)	(.525)	(2,024)	(.3300)
August	(5,024)	(.830)	(1,508)	(.230)
September	(3,874)	(.630)	(4,539)	(.430)
October	(8,951)	(.435)	(2,810)	(.235)
November	(2,151	.21	(3,754)	(.350)
December	(19,850)	(1.550)	(2,504)	(.300)
YEAR TO DATE (1958)				
Losses	($67,027)	($ .725)	($18,547)	($ .225)
Dozens	92,582		82,275	

1772

2048
[fol. 1973-1974]

IN UNITED STATES DISTRICT COURT
PLAINTIFF'S EXHIBIT 7B

PET MILK COMPANY, SAINT LOUIS, PET-RITE FOODS DIVISION,
ACTUAL AND BUDGETED PRE-TAX LOSSES ON
PET-RITE FOODS - RETAIL

1959

	Actual		Budget	
	Dollars	Per Case	Dollars	Per Case
January	($ 2,630)	($ .185)	($ 2,889)	($ .225)
February	(3,075)	(.165)	(2,658)	(.235)
March	(1,852)	(.105)	(1,852)	(.130)
April	(2,599)	(.145)	(2,973)	(.175)
May	(2,567)	(.135)	(2,427)	(.180)
June	(1,978)	(.110)	(2,841)	(.180)
July	(2,360)	(.105)	(2,746)	(.175)
August	(5,473)	(.275)	(2,394)	(.150)
September	(11,049)	(.380)	(3,282)	(.170)
October	(4,473)	(.150)	(3,011)	(.180)
November	(2,416)	(.140)	(2,725)	(.120)
December	(8,326)	(.540)	(2,580)	(.145)
YEAR TO DATE (1959)				
Losses	($51,184)	($ .215)	($33,227)	($ .175)
Cases	237,006		192,325	

1974

[fol. 1975]

IN UNITED STATES DISTRICT COURT
PLAINTIFF'S EXHIBIT 8

Price Advice No. 32V
Effective in states of
California, Arizona, Washington
Oregon, Utah, Montana, Nevada
Idaho

Morton

PRICE LIST
Effective Sept. 4, 1961
Until further notice

The Pioneer Brand
The Big Volume —
Fast Moving Brand

Frozen Foods, Division of
Continental Baking Company
P. O. Box 731
Rye, N. Y.

The Quality Brand
The Advertised Brand

The Fastest Moving Complete Line in
the Entire Frozen Prepared Foods Industry

PRODUCT	PACK & UNIT NET WEIGHT	GROSS WEIGHT PER CASE	PRICE PER CASE				UNITS PER CASE
			TRUCK LOAD	1500 UNITS 1/2 TRUCK	750 UNITS 1/4 TRUCK	EX. WHSE.	
POT PIES							
CHIC., BEEF, TURK.	24/8	14½	4.60	4.70	4.74	4.80	2
CHIC., BEEF, TURK.	12/8	7½	2.35	2.40	2.42	2.45	1
DINNERS							
SALIS., MEAT LOAF, HAM CHIC., BEEF, TURK.	12/11	11	5.45	5.50	5.55	5.60	1½
FISH'N CHIPS	12/9	9½	5.45	5.50	5.55	5.60	1½
FRIED SHRIMP	12/7½	9	5.45	5.50	5.55	5.60	1½
MAC. & CHEESE DINNER	12/12½ oz.	13	3.25	3.30	3.35	3.40	1½
CASSEROLES							
MAC. & CHEESE	24/8	14½	3.96	4.00	4.10	4.20	2
MAC. & CHEESE	12/8	7½	2.03	2.05	2.10	2.15	1
MAC. & CHEESE	6/20	9½	1.75	1.79	1.80	1.82	1½
SPAG. & MEAT	12/8	7½	2.38	2.40	2.42	2.50	1
TARTS							
APPLE, CHERRY, PEACH COCONUT,	12/9	8	2.63	2.65	2.70	2.75	1½
FRUIT & DESSERT							
APPLE, CHERRY, PEACH COCONUT & BOYSENBERRY	6/22	10	2.00	2.02	2.03	2.08	1½
BLUEBERRY STRAWBERRY	6/22	10	2.35	2.37	2.38	2.43	1½
PUMPKIN	6/22	10	2.10	2.12	2.13	2.18	1½
MINCE	6/22	10	2.30	2.32	2.33	2.38	1½
CHOCOLATE, LEMON, BANANA BUTTERSCOTCH, STRAWBERRY & COCONUT CREAM	6/16	8	2.73	2.75	2.76	2.81	1½
PECAN PIES	6/16 oz.	7½ oz.	7.15	7.18	7.20	7.30	1½

1975

2050
[fol. 1976]

IN UNITED STATES DISTRICT COURT
PLAINTIFF'S EXHIBIT 9
IN UNITED STATES DISTRICT COURT

...Arkansas, Colorado, ...necticut, Delaware, Florida, ...gia, Illinois, Indiana, Iowa, ...sas, Kentucky, Louisiana, ...ne, Maryland, Massachusetts, ...igan, Minnesota, Mississippi, ...souri, Nebraska, New Hamp... ...e, New Jersey, New Mexico, ... York, North Carolina, North ...ota, Ohio, Oklahoma, Penn... ...ania, Rhode Island, South ...ina, South Dakota, Tenn... ...ee, Texas, Vermont, Virginia, ...t Virginia, Wisconsin, Wyoming, ...rict of Columbia.

...Pioneer Brand

...Big Volume

...Moving Brand

Foster Foods, Division of
Continental Baking Company
P.O. Box 731
Rye, N.Y.

The Quality Brand

The Advertised Brand

The Fastest Moving Complete Line in the Entire Prepared Foods Industry

GROSS WT. PER CASE (to pounds)	PRICES IN CENTS PER DOZEN PRODUCT	CASE SIZE	EX-WAREHOUSE	1/2 TRUCKLOAD 800 UNITS	1/2 TRUCKLOAD 1,600 UNITS	1/2 TRUCKLOAD 1,600 UNITS	TRUCKLOAD 2,000 UNITS		UNITS PER CASE
	POT PIES								
14½	CHICKEN, BEEF, TURKEY	24/8 oz.	2.40	2.35	2.30	2.29	2.28		2
7½	CHICKEN, BEEF, TURKEY	12/8 oz.	2.45	2.40	2.35	2.34	2.33		1
10½	CHICKEN, BEEF, TURKEY	12/12 oz.	3.60	3.54	3.50	3.48	3.45		1½
	DINNERS								
11	CHICKEN, BEEF, TURKEY, SALISBURY, MEAT LOAF, HAM, CHINESE	12/11 oz.	5.60	5.54	5.50	5.48	5.45		1½
9½	FISH 'N CHIPS	12/9 oz.	5.60	5.54	5.50	5.48	5.45		1½
9	FRIED SHRIMP	12-7½ oz.	5.60	5.54	5.50	5.48	5.45		1½
13	MACARONI & CHEESE DINNER	12-12½ oz.	5.60	5.54	5.50	5.48	5.45		1½
	CASSEROLES								
14½	MACARONI AND CHEESE	24/8 oz.	1.80	1.80	1.80	1.79	1.78		2
7½	MACARONI AND CHEESE	12/8 oz.	1.90	1.90	1.85	1.84	1.83		1
9½	MACARONI AND CHEESE	6/20 oz.	3.65	3.59	3.55	3.53	3.50		1½
7½	SPAGHETTI AND MEAT	12/8 oz.	2.15	2.10	2.05	2.04	2.03		1

19

[fol. 1977]

GROSS WT. PER CASE (in pounds)	(PRICES IN CENTS PER DOZEN) PRODUCT	CASE SIZE	EX-WAREHOUSE	1/6 TRUCKLOAD 300 UNITS	1/3 TRUCKLOAD 1,000 UNITS	1/2 TRUCKLOAD 1,500 UNITS	TRUCKLOAD [illegible]	UNITS PER CASE
	FRUIT & DESSERT ITEMS							
8	APPLE, CHERRY, COCOANUT AND PEACH TARTS	12/9 oz.	2.75	2.70	2.65	2.64	2.63	1½
5½	APPLE, CHERRY, PEACH PIES	12/10½ oz.	2.35	2.30	2.25	2.24	2.23	1
10.	APPLE, CHERRY, PEACH AND COCOANUT PIES	6/22 oz.	3.80	3.74	3.70	3.68	3.65	1½
10	BLUEBERRY & STRAWBERRY PIES	6/22 oz.	4.60	4.54	4.50	4.48	4.45	1½
10	BOYSENBERRY PIES	6/22 oz.	5.03	4.97	4.93	4.91	4.88	1½
10	PUMPKIN PIES	6/22 oz.	4.00	3.94	3.90	3.88	3.85	1½
10	MINCE PIES	6/22 oz.	4.65	4.59	4.55	4.53	4.50	1½
7½	CHOCOLATE, LEMON, BANANA, BUTTERSCOTCH, STRAWBERRY, COCONUT CREAM PIES	6/14 oz.	5.43	5.37	5.33	5.31	5.23	1½
7½	PECAN PIES	6/16 oz.	7.30	7.24	7.20	7.18	7.15	1½
	IN STORE BAKING							
12½	APPLE, CHERRY, PEACH	6/26 oz.	$4.60 per dozen delivered					1½
12½	BLUEBERRY & BOYSENBERRY	6/26 oz.	$5.40 per dozen delivered					1½
	SOUTHERN HOT BREADS							
11	HONEY BUNS	12/11 oz.	3.40	3.35	3.30	3.29	3.2[illegible]	1½
10	BISCUITS	12/12 oz.	2.70	2.65	2.60	2.59	2.58	2
7	BLUEBERRY MUFFINS	12/8 oz.	3.40	3.35	3.30	3.29	3.28	2
8½	CORN MUFFINS	12/9½ oz.	2.70	2.65	2.60	2.59	2.58	
20	CLOVERLEAF & PARKERHOUSE ROLLS	12/28 oz.	$3.20 per dozen delivered					2
	BAKED GOODS							
9	DEVILS FOOD & SNOW WHITE CAKES	6/18 oz.	8.15	8.09	8.05	8.03	8.00	2
8	BUTTER PECAN COFFEE CAKE	6/14 oz.	7.26	7.20	7.16	7.14	7.11	2
14	PINEAPPLE CHEESE CAKE	12/14 oz.	8.15	8.09	8.05	8.03	8.00	2
16	CHEESE CAKE	12/16 oz.	7.26	7.20	7.16	7.14	7.11	2
11.	DANISH PECAN TWIST	12/19 oz.	5.26	5.20	5.16	5.14	5.11	1½

TERMS

This price list supercedes all prior price lists and price change notices.
Prices, unit requirements for direct shipments and other provisions are subject to change without notice.
All products may be combined in one order to total necessary number of units for truckload or part truckload price on each item, in accordance with total unit value of the order.
Truckload and part truckload prices are in effect only on shipments from Morton plants.
All direct shipments are prepaid to point of destination.
In the event of price decline MORTON will protect a customer's actual warehouse stocks on hand, which have been delivered direct or picked up from consignment warehouse and billed within previous 30 days.
Minimum quantity for warehouse withdrawal is 25 cases.
Terms of payment – Net 7 days from date of invoice.
This is not an offer to sell.

2052
[fol, 1978]

IN UNITED STATES DISTRICT COURT
PLAINTIFF'S EXHIBIT 10

IN UNITED STATES DISTRICT CO

MORTON FROZEN FOODS

P.O. BOX 731 — RYE NEW YORK

CUSTOMER NUMBER			INVOICE DATE			INVOICE NUMBER
95	2757	A	7	07	61	71734

FOX MARKETS
2050 E 38TH ST
LOS ANGELES CALIF

SHIPPED TO: SAME UNLESS SPECIFIED

FOX MARKETS
935 SO PALM
ALHAMBRA CALIF

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE.

PLEASE RETURN REMITTANCE COPY WITH YOUR PAYMENT.

TERMS: NET 7 DAYS

F.O.B. PRO DOZENS	WHSE CASES	PAR	SHIPPED FROM ITEM NO	DESCRIPTION	ORDERED 06 24 UNITS	SHIPPED UNITS	71734 NET	GROSS	06 27 61 ALLOWANCE	NET
1800.03600	622.			APPLE PIE	4.00		4.00	7,200.00		7,200.00
L 9798										
1800.03600								7,200.00		7,200.00

PAY THIS AMOUNT →

1978

MORTON FROZEN FOODS

DIVISION OF CONSOLIDATED FOODS CORPORATION
P.O. BOX 791 RYE, NEW YORK

SOLD TO
AMERICAN FD STORES
DIV OF MAY DEPT 1012
OGDEN UTAH

SHIP TO
SHIPPED TO SAME UNLESS SPECIFIED

CUSTOMER NUMBER				INVOICE DATE			INVOICE NUMBER
M	92	0365	A	MO	DAY	YR	
				7	06	61	8299

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE.

PLEASE RETURN REMITTANCE COPY WITH YOUR PAYMENT.

TERMS: NET 7 DAYS

P O # WHSE 978 STRATSONVILLE — SHIPPED VIA — SHIPPED DATE 06 20 — INV. NO. OR CREDIT MEMO NO. 071978 — CUSTOMER ORDER NUMBER — CREDIT DATE 06 21 61

DOZENS	CASES	PAC	SIZE OR PACK	DESCRIPTION	UNIT PRICE GROSS	UNIT PRICE ALLOWANCE	UNIT PRICE NET	GROSS	ALLOWANCE	NET
				CREDIT MEMO						
				550.61100 622. APPLE PIE	4.04	1.30	2.74	2,222.00	715.00	1,507.00CR
				550.6 .700 622. COCONUT PIE	4.04	1.30	2.74	1,414.00	495.00	959.00CR
				U4021 CANCEL 71979 TO						
				CORRECT ALLOWANCE SEE						
				REBILLING 699214						
900.01800								3,636.00	1,170.00	2,466.00CR

PAY THIS AMOUNT →

2054
[fol. 1980]

IN UNITED STATES DISTRICT COURT
PLAINTIFF'S EXHIBIT 11

IN UNITED STATES DISTRICT COURT

MORTON FROZEN FOODS

P O BOX 731 BYE, NEW YORK

SOLD TO
AMERICAN WSLE GROC
1213 FOURTH AVE
SEATTLE WASHINGTON

SHIP TO
SHIPPED TO SAME UNLESS SPECIFIED

CUSTOMER NUMBER: M 93 0385 D

INVOICE DATE: MO 7 DAY 06 YR 61

INVOICE NUMBER: 36984

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE.

PLEASE RETURN REMITTANCE COPY WITH YOUR PAYMENT.

TERMS: NET 7 DAYS

P O #: WHSE: SEATTLE ICE SHIPPED FROM: 06 30 021503

DOZENS	CASES	PAR	DESCRIPTION	GROSS		NET	GROSS	ALLOWANCE	NET
100.0	5029	8.	MAC & CHSE	2.10		2.10	210.00		210.00
25.0	2513	8.	SPAG & MEAT	2.50		2.50	62.50		62.50
25.0	90	020.	MAC & CHSE	3.64		3.64	91.00		91.00
25.0	90	022.	APPLE PIE	4.16	.64	3.52	104.00	16.50	87.50
25.0	90	022.	BLUEBRY PIE	4.84		4.84	60.75		60.75
12.5	25	022.	CHERRY PIE	4.16	.64	3.52	52.00	8.25	43.75
12.5	25	022.	PEACH PIE	4.16	.64	3.52	52.00	8.25	43.75
12.5	25	022.	BYSNBRY PIE	4.16	.64	3.52	104.00	16.50	87.50
25.0	90	022.	CHOCO PIE	5.62	.76	4.86	28.10	3.80	24.30
5.0	10	014.	LEMON PIE	5.62	.76	4.86	28.10	3.80	24.30
5.0	10	014.	BANANA PIE	5.62	.76	4.86	28.10	3.80	24.30
15.0	151	212.	PRZ BISCUIT	2.70	.25	2.45	40.50	9.75	30.75
367.5	348						941.05	144.65	796.40

PAY THIS AMOUNT →

1980

[fol. 1981]

IN UNITED STATES DISTRICT COURT
PLAINTIFF'S EXHIBIT 12

MORTON FROZEN FOODS

P.O. BOX 731 SYR, No. of YORK

SOLD TO
AMERICAN FOOD STRS
101 23RD ST.
OGDEN UTAH

SHIPPED TO SAME UNLESS SPECIFIED

SHIP TO

CUSTOMER NUMBER				INVOICE DATE			INVOICE NUMBER
M	92	0365	A	7	06	61	98814

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE.

PLEASE RETURN REMITTANCE COPY WITH YOUR PAYMENT.

TERMS: NET 7 DAYS

F O B WHSE NHSE SHIPPED FROM SWATSONVILLE

ORDER NO. 071978 INVOICE DATE 06 21 61

DOZENS	CASES	PAK	DELIVERY UNIT	DESCRIPTION	GROSS	DISCOUNT %	DISCOUNT $	GROSS	ALLOWANCE	NET
930.0	1100	422		APPLE PIE	4.04	1.48	2.56	2,222.00	727.00	1,495.00
350.0	700	422		COCONUT PIE	4.04	1.48	2.56	1,414.00	467.00	947.00

REBILLING OF CANCELLED

71975 6/27/61 SHE

CN 08239

980.0	1800							3,636.00	1,200.00	2,436.00

PAY THIS AMOUNT →

2056
[fol. 1982]

IN UNITED STATES DISTRICT COURT
PLAINTIFF'S EXHIBIT 13

MORTON FROZEN FOODS

P O BOX 711 — SYR. NEW YORK

CUSTOMER NUMBER	INVOICE DATE	INVOICE NUMBER
W 94 8449 J	7 20 61	57662

SOLD TO
UNITED GROCERS
1128 25TH AVE
OAKLAND CALIF

SHIP TO
SHIPPED TO SAME UNLESS SPECIFIED

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE

PLEASE RETURN REMITTANCE COPY WITH YOUR PAYMENT

TERMS: NET 7 DAYS

F O B: WHSE 898 — SHIPPED FROM: SELECT UNION — 07 12 — 0059420

BOXING	CASES	PAK	DESCRIPTION				GROSS	ALLOWANCE	NET
200.0	200	12	8. MAC & CHSE	2.10		2.10	420.00		420.00
50.0	50	12	V8. BRAG & MEAT	2.45		2.45	122.50		122.50
25.0	25	12	12. PRZ BISCUIT	2.69	.25	2.40	66.25	6.25	60.00
62.5	125	020	MAC & CHSE	3.60		3.60	225.00		225.00
50.0	50	11	11. HONEY BUN	3.35	.70	2.65	167.50	35.00	132.50
150.0	300	022	APPLE PIE	4.06	.30	3.76	609.00	45.00	564.00
100.0	200	022	CHERRY PIE	4.06	.30	3.76	406.00	30.00	376.00
50.0	100	022	PEACH PIE	4.06	.30	3.76	203.00	15.00	188.00
100.0	200	022	BYSNBRY PIE	4.06	.30	3.76	406.00	30.00	376.00
25.0	50	022	COCONUT PIE	4.06	.30	3.76	101.50	7.50	94.00

P2479

812.81304

2,726.75 — 168.75 — 2,558.00

PAY THIS AMOUNT →

1982

[fol. 1983]

IN UNITED STATES DISTRICT COURT
PLAINTIFF'S EXHIBIT 14

MORTON FROZEN FOOD
DIVISION OF CONSOLIDATED BAKING COMPANY (INCORPORATED)
P.O. BOX 731 RYE, NEW YORK

SOLD TO

GROCERS WHSE CO
365 WEST 5TH SO
SALT LAKE CITY UTAH

SHIPPED TO: SAME UNLESS SPECIFIED

CUSTOMER NUMBER	INVOICE DATE MO.	DAY	YR.	INVOICE NUMBER
0020660	8	7	51	72781

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE.

F. O. B.	WHSE.	SHIPPED FROM	SAME SHIP'S MO.	DAY	DEL. TICKET OR CUST. ORDER NO.	CUSTOMER ORDER NUMBER
SLC	SCHAUMBURG		8	30	07276	

DOZENS	CASES	PAK	DELIVER FRQ.	DESCRIPTION	GROSS	ALLOWANCE	PRICE	NET
1050	2020	6	2	APPLE PIE	4.000.40	2.52	2.55	2.550.00
200	400	6	2	COCONUT PIE	4.000.15	2.00	2.85	570.00
U4GEP								

16

Ex. 1.2 to 13
4/17/52 RI

1200 DOZENS	2420 CASES	4.800.00 GROSS	1.680.00 ALLOWANCE	3.120.00 A/R NET

1723

2058
[fol. 1984]

BROKER

MORTON FROZEN FOODS

DIVISION OF CONSOLIDATED FOODS CORPORATION
P.O. BOX 751 DIXON, NEW YORK

SOLD TO

ASSOCIATED FOODS
FIVE [illegible]
POCATELLO IDAHO

SHIPPED TO: SAME UNLESS SPECIFIED

CUSTOMER NUMBER	INVOICE DATE MO.	DAY	YR.	INVOICE NUMBER
[illegible]	[illegible]	21	61	72236

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE.

F.O.B.	WHSE.	SHIPPED FROM	SALESMAN'S NO.	DAY	INV. TICKET OR OUR ORDER NO.	CUSTOMER'S ORDER NUMBER	
[illegible]	[illegible]	[illegible]	07	21	[illegible]		

DOZENS	CASES	PAK	DELIVERY PKG.	DESCRIPTION	GROSS	Allowance	UNIT	NET
300	400	632		[illegible] PIE	4.044	.15	3.89	897.03
150	200	632		[illegible] PIE	4.04	.70	3.34	333.66
100	200	632		[illegible] PIE	4.04	.70	3.34	333.66
75	150	632		[illegible] PIE	4.044	.15	3.89	214.73

Exhibit No. 5-
11/17/6[illegible]

DOZENS	CASES	GROSS	ALLOWANCE	A/R NET
625	[illegible]	2,525.00	606.28	1,918.72

LEDGER

MORTON FROZEN FOODS

DIVISION OF COMMERCIAL BAKING COMPANY (INCORPORATED)
P.O. BOX 731 RYE, NEW YORK

SOLD TO

ASSOCIATED FD. STORE
305 NORTH 2100 WEST
SALT LAKE CITY, UTAH

SHIPPED TO: SAME UNLESS SPECIFIED

CUSTOMER NUMBER | INVOICE DATE MO. DAY YR. | INVOICE NUMBER

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE.

F. O. B.	WHSE.	SHIPPED FROM	DATE SHIPPED MO. DAY	DEL. TICKET OR ORD. CHRGS. NO.	CUSTOMER ORDER NUMBER	
HERE	808	SELECT UNION	09 14	0 3484		

DOZENS	CASES	PAK.	SPECIAL PRS.	DESCRIPTION	PER DOZEN GROSS	PER DOZEN ALLOWANCE	PER DOZEN NET	NET
200	400	622		COCONUT PIE	4.00	1.00	3.00	510.00

PART OF ORDER U 4089

16

Exhibit No. 6-b
11/17/61 EV.

200	400	800.00	200.00	510.00	
DOZENS	CASES	GROSS	ALLOWANCE	A/R NET	1985

2060
[fol. 1986]

MORTON FROZEN FOODS

DIVISION OF CONSOLIDATED BAKING COMPANY (INCORPORATED)
P.O. BOX 731 RYE, NEW YORK

SOLD TO

[illegible]
[illegible]
SALT LAKE CITY UTAH

SHIPPED TO, SAME UNLESS SPECIFIED

CUSTOMER NUMBER	INVOICE DATE MO.	DAY	YR.	INVOICE NUMBER
[illegible]	[illegible]			[illegible]

REFER TO INVOICE NUMBER IN ALL CORRESPONDENCE.

F. O. B.	WHSE.	SHIPPED FROM	SALESMAN'S NO.	DAY	NO. SOLD ON OUR ORDER NO.	CUSTOMER ORDER NUMBER	
[illegible]	[illegible]	SELECT UNION	[illegible]	22	0 [illegible]		

DOZENS	CASES	PAK	OZS. PER PKG.	DESCRIPTION	NET DOZEN GROSS	NET DOZEN Allowance	NET DOZEN NET	NET
179	38	622		COCONUT PIE	4.881.15		2.85	49.87

PART OF [illegible]

Returned 7/27/61

14

Exhibit No. 6-a
11/17/61

DOZENS	CASES	GROSS	ALLOWANCE	A/R NET	
179	38	[illegible]	30.18	49.87	1986